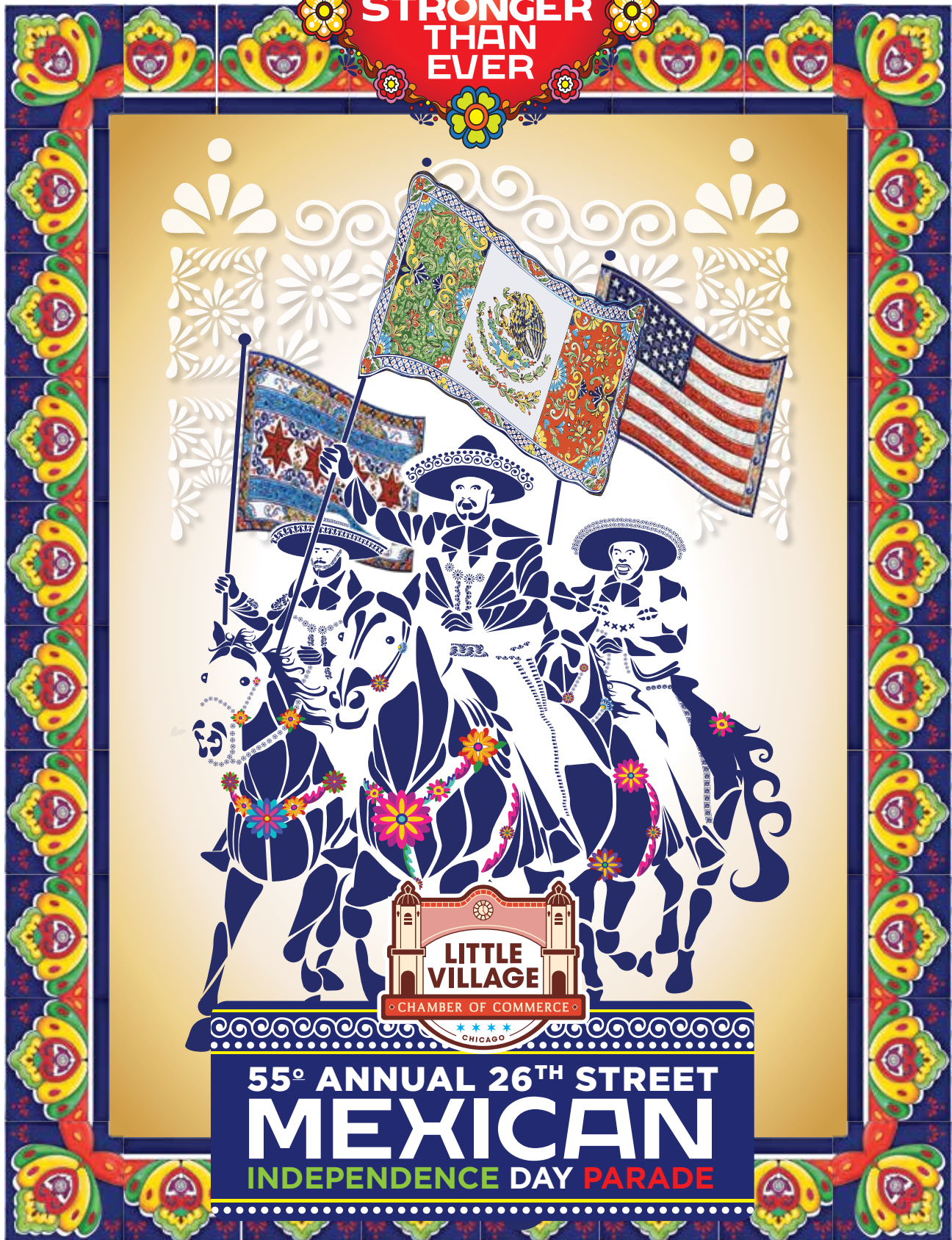


**SEPTEMBER 13TH
SUNDAY**

**UNITED
WE RIDE
STRONGER
THAN
EVER**

**LITTLE VILLAGE ARCH
12 PM**



Participant and Sponsorship Packet



2026 Parade at a glance

Little Village Chamber of Commerce

The mission of the Little Village Chamber of Commerce is to support, promote, and protect business owners with programs and services that foster opportunities to drive sustainable growth and celebrate the vibrant cultural identity of Little Village ("La Villita").

The Little Village Chamber of Commerce is a membership organization that has represented the interests of local businesses for more than 30 years.

The Chamber works closely with business and community leaders, government agencies, law enforcement, corporate partners, elected officials, and others to address the issues that affect the community and the commercial area.

One of the most influential local chambers in Chicagoland

Little Village (La Villita) Chamber of Commerce agents and empowers our business community with economic efforts and policy initiatives for the local commerce and larger bilingual business community of Chicago.

We invite you to shop and dine in Little Village!

verizon VERIZON
2024 Community Champion

CHICAGO CHOOSE CHICAGO
2024 Tourism Champion



US HISPANIC CHAMBER OF COMMERCE
2018 USHCC
Chamber of the Year Award



26th Street Mexican Independence Day Parade — 55th Edition

This year, we celebrate "United We Ride, Stronger Than Ever" — a tribute to the unbreakable bond that carries Little Village forward, no matter what the year brings. In a time when so many of our families have felt tested, we choose to answer with love, with unity, and with pride in who we are.

The parade will once again fill 26th Street with unique floats, lively mariachi bands, and captivating folkloric dance performances, bringing the culture and heart of Little Village to life for all to see.

This event unites residents, elected officials, community leaders, local businesses, entertainers, artisans, and artists in a powerful display of solidarity — a reminder that when we stand together, no obstacle can diminish who we are or what we've built.

DATE/TIME:

September 13, 2025, 12 pm - 3 pm

ROUTE:

Starts at the Little Village Arch on 26th Street and Albany Ave and runs down 26th Street to Kostner Ave

SCALE:

The largest Mexican Independence Parade in the Midwest, and the quintessential in the USA, drawing hundreds of thousands of participants, residents, and visitors along the two-and-a-half-mile business corridor

WHY IT MATTERS:

- Unites residents, elected officials, community leaders, local businesses, entertainers, artisans, and artists in a display of pride and unity
- Features floats, mariachi bands, and folkloric dance performances
- 2026 sponsor roster spanned Diamond/Platinum through Bronze tiers, including Wintrust (Diamond Platinum), NBC5 & Telemundo (Presenting Media), and dozens of local and national brands — signaling strong cross-sector credibility for new sponsors to join

CRUCIAL INFO FOR PARTICIPANTS

- Guidelines & rules and a formal Safety Plan are issued each year (float/entry registration, staging, conduct)
- Know Before You Go page covers logistics for attendees/participants

2026 Parade - Why Participate

UNITED
WE RIDE
STRONGER
THAN
EVER



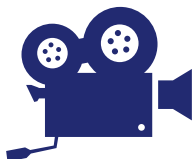
The Little Village Chamber of Commerce - **Annual 26th Street Mexican Independence Day Parade** is the LARGEST Mexican Independence Day Parade in the Midwest with close to 500k in attendance.



The parade route on 26th Street is home to more than 1,500 businesses and known as **the largest commercial corridor in Chicago**, outside of the Magnificent Mile.



The **Annual 26th Street Mexican Independence Day Parade** has more than **100 floats** and **3,000 participants and volunteers**.



The **Annual 26th Street Mexican Independence Day Parade** will be broadcasted on Telemundo Streaming Channels (including Telemundo Chicago, NBC5, Telemundo Los Angeles, etc.) and It is estimated that **more than 500,000 viewers will tune in**.



Sponsorship & Participation



Sponsorship Opportunities

Diamond Platinum Sponsor - \$35,000

EVENT ENGAGEMENT & PARTICIPATION:

- **Premier Parade Position:** Featured in the #1 spot of the parade lineup.
- **Broadcast Exposure:** Parade to be televised via Telemundo Streaming Channels, including Telemundo Chicago, NBC5, Telemundo Los Angeles, and others.
- **Ribbon Cutting Opportunity:** Sponsor representative invited to officially open the parade/event.
- **On-Site Recognition:** Parade emcees will deliver special acknowledgments of your sponsorship as participants pass key locations.
- **Live Interview Opportunity:** Potential for a live on-air interview with Telemundo during the parade.

MARKETING & DIGITAL RECOGNITION

(logo must be received by 8/1/26 to meet all printing deadlines):

Logo Placement:

- Prominently displayed on all event promotional materials.
- Featured on electronic invitations, printed marketing collateral, and event signage.
- Customized parade barricade banner featuring your logo as a Diamond Sponsor (provided by LVCC).

Social Media Promotion:

- Company/organization name tagged and recognized in all event-related social media posts.
- Dedicated social media shout-outs showcasing your sponsorship and engagement.

Email Marketing:

- Inclusion of sponsor name and logo in all event-related e-newsletters and email campaigns.

Website & Media Recognition:

- Featured as a Diamond Sponsor on the official LVCC Parade landing page, including a direct link to your company/organization website.
- Recognized as a Diamond Sponsor across all relevant media outlets.

Platinum Sponsor - \$20,000

EVENT ENGAGEMENT & PARTICIPATION

- **Premier Parade Position:** Featured in the #2 - 10 spots of the parade lineup.
- **Broadcast Exposure:** Parade to be televised via Telemundo Streaming Channels, including Telemundo Chicago, NBC5, Telemundo Los Angeles, and others.
- **On-Site Recognition:** Parade emcees will deliver special acknowledgments of your sponsorship as participants pass key locations.

MARKETING & DIGITAL RECOGNITION

(logo must be received by 8/1/26 to meet all printing deadlines):

Logo Placement:

- Prominently displayed on all event promotional materials.
- Featured on electronic invitations, printed marketing collateral, and event signage.
- Customized parade barricade banner featuring your logo as a Platinum Sponsor (provided by LVCC).

Social Media Promotion:

- Company/organization name tagged and recognized in all event-related social media posts.
- Dedicated social media shout-outs showcasing your sponsorship and engagement.

Email Marketing:

- Inclusion of sponsor name and logo in all event-related e-newsletters and email campaigns.

Website & Media Recognition:

- Featured as a Platinum Sponsor on the official LVCC Parade landing page, including a direct link to your company/organization website.



Sponsorship & Participation

Sponsorship Opportunities

• Gold Sponsorship: \$15,000

EVENT ENGAGEMENT & PARTICIPATION

- **Premier Parade Position:** Featured in the #11 - 20 spots of the parade lineup.
- **Broadcast Exposure:** Parade to be televised via Telemundo Streaming Channels, including NBC5, Telemundo Chicago and Los Angeles, and others.
- **On-Site Recognition:** Parade emcees will deliver special acknowledgments of your sponsorship as participants pass key locations.

MARKETING & DIGITAL RECOGNITION

- *(logo must be received by 8/1/26 to meet all printing deadlines):*

Logo Placement:

- Prominently displayed on all event promotional materials.
- Featured on electronic invitations, printed collaterals, and event signage.
- Customized parade barricade banner featuring your logo as a **Gold Sponsor** (provided by LVCC).

Social Media Promotion:

- Company/organization name tagged and recognized in all event-related social media posts.

Email Marketing:

- Inclusion of sponsor name and logo in all event-related e-newsletters and email campaigns.

Website & Media Recognition:

- Featured as a Gold Sponsor on the official LVCC Parade landing page, including a direct link to your company/organization website.

• Silver Sponsorship: \$5,500

EVENT ENGAGEMENT & PARTICIPATION

- **Premier Parade Position:** Featured in the #21 - 40 spots of the parade lineup.
- **Broadcast Exposure:** Parade to be televised via Telemundo Streaming Channels, including NBC5, Telemundo Chicago and Los Angeles, and others.
- **On-Site Recognition:** Parade emcees will deliver special acknowledgments of your sponsorship as participants pass key locations.

MARKETING & DIGITAL RECOGNITION

- *(logo must be received by 8/1/26 to meet all printing deadlines):*

Logo Placement:

- Prominently displayed on all event promotional materials.
- Featured on electronic invitations, printed collateral, and event signage.

Social Media Promotion:

- Company/organization name tagged and recognized in all event-related social media posts.

Email Marketing:

- Inclusion of sponsor name and logo in all event-related e-newsletters and email campaigns.

Website & Media Recognition:

- Featured as a Silver Sponsor on the official LVCC Parade landing page, including a direct link to your company/organization website.
- : Parade to be televised via Telemundo Streaming Channels, including NBC5, Telemundo Chicago and Los Angeles, and others.
- **On-Site Recognition:** Parade emcees will deliver special acknowledgments of your sponsorship as participants pass key locations.





Sponsorship & Participation

Sponsorship Opportunities

Bronze Sponsorship: \$4,000

EVENT ENGAGEMENT & PARTICIPATION

- **Premier Parade Position:** Featured in the #41 - 50 spots of parade lineup.
- **Broadcast Exposure**

MARKETING & DIGITAL RECOGNITION

- Logo placement on all electronic invites and printed marketing and signage.
- Listed on LVCC Website as **Bronze sponsor**
- Company name tagged and mentioned in all social media posts leading up to, during and after the event.
- Custom social media shout-outs highlighting sponsor involvement.
- **E-newsletter:** Sponsor name and logo included in all email marketing campaigns related to the event.

Positions #51 to 80, Little Village Schools and Non-Profits, Horses, and Motorcycles

EVENT ENGAGEMENT & PARTICIPATION:

Parade Position: Featured in their corresponding group spots of the parade lineup and maps listing all participants.

	Early Bird Before June 1 st	Cost After June 1 st
Positions #51-60	\$2,000	\$2,500
Positions #61-70	\$1,200	\$1,500
Positions #71-80	\$900	\$1,000
Non Profit in Little Village	\$400	\$500
Schools in Little Village	No Cost	No Cost
Horses	\$125	\$125
Motorcycles	\$125	\$125

2026 Parade - Download Participant Application

[HTTPS://LITTLEVILLAGECHAMBER.ORG/WP-CONTENT/UPLOADS/LVCC_2026_PARADE_APPLICATIONFORM_FILLABLE.PDF](https://littlevillagechamber.org/wp-content/uploads/LVCC_2026_PARADE_APPLICATIONFORM_FILLABLE.PDF)

Fillable Documents: A fillable PDF form is an interactive document containing built-in, editable fields that allow users to enter data, select options, and add signatures digitally. It eliminates the need to print, manually complete, and scan paper documents, and can be completed using a standard PDF reader like Adobe Acrobat Reader.





Guidelines and Rules

- 1 Only one Company/Organization per parade position.**
Any additional logo are not to be visible on float unless given special permission
- 2 Parade Participation ensures: one float, group (limited to 50 people), or vehicle for parade position.**
Any other vehicles must have their own separate spot
Any additional add-ons without LVCC approval will be charged
- 3 Parade vehicles and float drivers must be licensed and insured.**
Please attach proof of both, driver's license and insurance, with the application at the bottom
NOTE: If renting a float through a LVCC preferred vendor, all license and insurance information will be provided to LVCC from vendor
- 4 LVCC is not responsible for purchasing or the renting any floats.**
Your company has complete responsibility
- 5 Delivery trucks, Semi-trucks, and flatbeds without side railings are not permitted.**
- 6 Horses are permitted.**
A certificate of good health is to be provided to LVCC with your parade application
Horses will not be allowed to participate without the health certificate. (Per City of Chicago rules)
- 7 No alcohol permitted on floats or vehicles.**
You will be removed from the parade route if caught with open alcohol.
No re-entry for the following year will be allowed, and you will need to pay a \$1,000 penalty fee.
- 8 No throwing allowed.**
All goody items, marketing materials or candy must be handed out to spectators
- 9 No confetti poppers or throwing confetti allowed.**
- 10 No nudity/body painting (this is a family-friendly event).**
- 11 All elected officials are required to be registered their own spot in the parade.**



Steps to participate

STEP 1	Read Guidelines and Parade Rules on pg. 7
STEP 2	Fill out required sponsorship/participation info found on the LVCC website: https://littlevillagechamber.org/wp-content/uploads/LVCC_2026_Parade_ApplicationForm_fillable.pdf
STEP 3	Sign necessary participation waivers https://littlevillagechamber.org/membership/events/26th-street-mexican-independence-day-parade/#waivers
STEP 4	Make Payments by August 18th Payment FAQ (page 8)
STEP 5	Ensure all necessary vehicle insurance, drivers license, and documents are submitted and sent to info@littlevillagechamber.org by August 18th.



2026 Parade - Payment FAQ

- If purchasing a spot at the early bird rate, the early bird rate must be paid by August 1st, 2025, full participation fee will be charged after 8/1/25.
- All parade entry fees must be paid in full and participants need to be registered with the Little Village Chamber of Commerce by August 18th, 2026, to participate.
- All fees are not refundable after August 1, 2025.
A 10% Admin Fee for cancellations/refunds before August 1, 2024.
- Payments can be made by credit card by calling our office at 773-521-5387 or check by mail. Checks can be made out to Little Village Chamber of Commerce and mailed to 3610 W. 26th St. 2nd Floor, Chicago, IL 60623
- For any questions on payment, please contact Paola Rodriguez at Info@littlevillagechamber.org





2026 Parade - Local Vendors

Parade Float Rental

ABC Parade Floats

Float Rentals

3375 W. Columbus Ave. Chicago, IL 60652
(773) 426-4499

www.abcparadefloats.com

Associated Attractions

Float Rentals & Materials

1919 W. 74th St. Chicago, IL. 60609
(773) 376-1900

www.paradefloat.com



Parade Float Decoration

Balloon Obsessed - Erik Centeno

Balloon / Party Decorations

(773) 710-7463

Instagram: @balloonobsessed

Todo de Mexico

3751 W 26th St, Chicago, IL 60623
(773) 823-1777

Artesanias Elena

4333 W 26th St, Chicago, IL 60623
(312) 480-8454



Parade Float Flowers

Jesse's Flower Shop

2625 S Central Park Ave, Chicago, IL 60623
(773) 277-6969

Floreria Gardenia

4054 W 26th St, Chicago, IL 60623
(773) 680-4294

Crystal Flower Shop

2815 S Kedzie Ave, Chicago, IL 60623
(773) 247-6117

Lalo's Jewelry and Flower Shop

4150 W 26th St, Chicago, IL 60623
(773) 521-2728





Beyond our signature events, the **Little Village Chamber of Commerce** hosts and supports a wide range of activities designed to strengthen our business community, activate our commercial corridors, and build meaningful partnerships.



Throughout the year, we organize business workshops and seminars, member luncheons and networking mixers, store promotions and corridor activations, ribbon cuttings and grand openings, and community street clean-ups that bring visibility, foot traffic, and pride to La Villita.

We also collaborate on educational programs, entrepreneur roundtables, seasonal campaigns, pop-up experiences, and civic engagement events that connect businesses with residents, visitors, and key stakeholders.

We welcome members, partners, sponsors, and allies who are interested in collaborating on events, co-hosting programs, or activating ideas that support local businesses and celebrate the culture and energy of Little Village. If you have an idea or want to get involved, we'd love to build it together.

Business & Professional Development

- Small business workshops (marketing, finance, legal, AI, e-commerce)
- Entrepreneur bootcamps and business clinics
- One-on-one technical assistance sessions
- Retail readiness and buyer-prep seminars
- Certification workshops (MBE/WBE, City of Chicago)
- Tax, bookkeeping, and compliance seminars
- Digital skills and social media trainings

Networking & Member Engagement

- Small Business luncheons
- Business mixers and happy hours
- Coffee & Connections mornings
- Industry-specific roundtables
- Brand Ambassador meet-and-greets
- Member appreciation events

Business Visibility & Promotions

- Store promotions and shopping campaigns
- Business crawls (food, retail, or service-based)
- Corridor-wide sales or discount days
- Pop-up markets and vendor fairs
- Window display contests
- Holiday shopping campaigns
- Influencer or media walk-throughs

Community & Neighborhood-Making

- Street and alley clean-ups
- Beautification days (murals, planters, lighting)
- Corridor activations
- Public art unveilings
- Wayfinding or placemaking launches
- Community walks and bike rides

Cultural & Experiential Events

- Food and drink experiences
- Cultural heritage celebrations
- Artist showcases and live performances
- Culinary demos and tastings
- Seasonal festivals and block parties
- Family-friendly community days

Partnership & Special Initiatives

- Corporate volunteer days
- University or nonprofit collaborations
- Sponsorship activations
- Pilot programs and test-markets
- Research or data-sharing initiatives



Thank You!

We look forward to your participation.

Jennifer Aguilar
Executive Director

Info@littlevillagechamber.org
(773) 521-5387



3610 W. 26th Street, 2nd Floor, Chicago, IL, 60623

p. (773) 521-5387 | f. (773) 521-5252 | info@littlevillagechamber.org

Grow with Us. Hand in hand. Become a Member!



www.littlevillagechamber.org

