



March 19, 2018

Dear merchants and friends:

The Puerto Rican Cultural Center will be celebrating a historical achievement - the 40th Annual Puerto Rican People's Parade (1978 – 2018) on *Paseo Boricua*, starting at 2:00pm on Division & Western, on Saturday June 16th, 2018.

This year the parade will honor its founders and will highlight the 3R's PR campaign "Rescue, Relief, Rebuild Puerto Rico" of the Puerto Rican Agenda.

These founders are being honored as the pioneers, whose vision and diligence, started a space in this community forty years ago to promote our culture and celebrate our resilience in the face of the discrimination and marginalization which had caused the second major Puerto Rican rebellion, taken place in June of 1977 - responding to the cold blooded murder of two young Puerto Ricans by Chicago's police. From its inception, the founders assured that the Parade would showcase Puerto Rican art, music and culture without the adulterated depiction, which many traditional ethnic parades undergo as a result of commercialization.

Forty years later we will celebrate, in a carnival-like environment, and frame this Puerto Rican cultural experience within the language of social criticism and discourse of possibilities.

It is with the above idea that this year's Parade will additionally highlight the work the Puerto Rican Agenda has undertaken in response to the humanitarian and the exacerbated economic crisis that Puerto Rico faced as a result of Hurricane María. The Puerto Rican Agenda of Chicago was the first organization of the Puerto Rican Diaspora to land an airplane filled with cargo to the island, and to have that same plane return with 300 people stranded in the Luis Muñoz Marín Airport. Since the passing of Hurricane María, the Puerto Rican Agenda has raised over \$400,000 and directed funds for aid and micro-grants totaling \$250,000 to 30 municipalities in Puerto Rico.

During the weekend of March 23rd, members of the Puerto Rican Agenda traveled to Puerto Rico with a Chicago delegation, including Congressman Luis V. Gutierrez and Mayor Rahm Emanuel; and met with the mayors of San Juan, Comerío and Loíza. 5,200 pounds of supplies, collected by the Puerto Rican Agenda and the Puerto Rico Relief fund of South Central Wisconsin, was distributed. The Agenda presented \$4,000 each to schools in Comerío and Loíza, as a youth to youth fund raising initiative.

I invite you to be part of the above effort. Please join us as we celebrate our beautiful people, culture and vision for a new Puerto Rico in the following ways:

- Join the Puerto Rican Day Parade as a participant, Saturday, June 16, 2018
- Purchase an ad in *La Voz de Paseo Boricua* Parade Special Edition Insert
- Donate to the Parade (all donations are tax exempt) www.prcc-chgo.org
- Donate to the Puerto Rico Relief Fund at www.puertoricanchicago.org

Please become a part of all the efforts to make the 40th Annual Puerto Rican Day Parade a community success.

Sincerely,

Leony Calderón



40th Puerto Rican People's Parade **Proudly Celebrating Our Rich Culture and Heritage**

This year the Parade is dedicated to:

Its founders and will highlight the 3R's PR campaign
"Rescue, Relief, Rebuild Puerto Rico"
of the Puerto Rican Agenda.

On Paseo Boricua-

Home of the World's Largest Monument to the Puerto Rican Flag

Saturday June 16th, 2018. Stepping off from Division St. (corner Western), 2pm

CHICAGO IL

Packet Contents:

- I RULES & REGULATIONS**
- II AD-BOOK ADVERTISEMENT RATE SHEET & CONTRACT
PARADE APPLICATION & ENTRY FEES**



I RULES & REGULATIONS

1) ENTRY- For Parade Entry Type and Fees Please See:

Puerto Rican People's Parade Application, Separate Application. Float not included!
Parade entry; now until May 23, 2018. Additional fee after due date.

2.) ADS- For Ads Purchase in La Voz Community News Paper See:

Section II AD RATE SHEET & CONTRACT
Ad entry; now until June 8th 2018.

3) LINEUP & CHECK-IN PROCEDURES:

- a) LINE-UP on the westbound lane of Division Street West of Western Ave. (Dr. Pedro Albizu Campos Street)
- b) CHECK-IN 11:00AM – 1:45PM, People's Parade Committee table at the front of the parade
(corner of Division & Western)

4) RULES:

As stated previously - before Parade Day, make sure that all participants from your group know and understand the rules listed. These apply to the parade line-up and the route.

The following use of items and behavior are PROHIBITED by City Ordinance and/or Federal Law:

- a) Alcoholic beverages
- b) Controlled substances
- c) Nudity
- d) Jumping on and off floats or vehicles, and endangering participants.
- e) Floats and other vehicles that experience mechanical difficulties during the parade cannot be abandoned. Safely push stalled vehicles to the side of the street to allow others to proceed around them.

5) PARADE PACE PROCESSION:

The pace is established by People's Parade. All registrants should be at their entry position and ready to step off at the official starting time 2:00PM. Failure to do so can result in assignment to another spot. PRCC People's Parade reserves the right to change line-up to our own discretion.

MONITORS: all parade registrants will follow the lead of the parade monitors. Their job is to ensure that your entry follows the rules, moves steadily down the route and when necessary, politely urge spectators to stay on the curbs.

6. STEP-OFF:

Begin at Division St. & Western Ave. 2:00PM (Dr. Pedro Albizu Campos Street), in *Paseo Boricua* west on Division Street South on Sacramento Blvd. e. Disbanding on Kedzie between Division St. and Augusta Blvd.

SINCE PARADE TAKES PLACE RAIN OR SHINE THERE ARE NO REFUNDS.



Section II AD RATE SHEET & CONTRACT

RATE SHEET

Ad Sizes		(HxW)	Black /White	Color
A	A – Full Page	(8.33X10.25)	\$575	\$675
	B – Half Page Horizontal	(4.15X10.25)	\$375	\$450
	C – Quarter Page	(4.15X5.125)	\$225	\$275
	D – Eighth Page	(2.5 X4.15X)	\$140	\$190
B	E – Centerfold Color Only	(8.33x20.5)	—————>	\$1350
	F – Back Page Color Only	(8.33X10.25)	—————>	\$850
C	D	G – Sponsorship Listing \$50 _____		
	D	H – Unable to purchase ad, would like to make a donation (tax deductible). \$ _____		
I – REPEAT ad: Check here to re-use last year's ad. _____				

CONTRACT

Name: _____ Title: _____
 Org./Business: _____
 Phone _____ Email: _____
 Address _____ City: _____ State _____ Zip _____
 Contact _____ : Phone: _____
 Size Ad: _____ Color?: Yes ___ No ___ Total Price: _____
 Authorized Signature (Advertiser): _____

Details, Terms and Deadline:

Make checks payable to: PRCC-People's Parade
 Attn: Leony Calderón • 2739 W. Division St. • Chicago, Il 60622
 Contract, Artwork and Payment due **June 8th by 5:00pm**

Email ready artwork to: prpeoplesparade@prcc-chgo.org

MATERIALS: All ads should be submitted camera ready in PDF format to exact size, completely finished on art paper, laser paper or positive print. (Please no art boards). ALL ADS NOT MEETING SPECIFICATIONS WILL INCUR EXTRA CHARGES AND/OR MAY HAVE TO BE ALTERED OR CHANGED TO FIT BOOKLET DIMENSIONS. PRESS RUN 20,000. DISTRIBUTION: During the week of the festivities in June at Humboldt Park businesses and organizations.