



April 29, 2016

Dear Merchants and Friends,

The Puerto Rican Cultural Center Juan Antonio Corretjer is proudly celebrating the 38th annual Puerto Rican People's Parade on Division St. -Paseo Boricua. (1978-2016)

This year the Parade is dedicated to the 50th anniversary of the Puerto Rican Parade of Chicago (1966-2016) and the Divisions Street Puerto Rican Rebellion of 1966.

On June 12, 1966, the first Puerto Rican Parade of Chicago took place in Downtown organized by the Caballeros de San Juan. On that same day, the Chicago police shot a young Puerto Rican man which led to the Division Street Riots of 1966- lasting almost three days.

In the 1960's the Puerto Rican people faced high levels of discrimination, poor education, displacement, poverty and exclusion. The police shooting of that young man provoked convulsions in the Puerto Rican community, in such a dramatic way, that it resulted in the rebellion of 1966. This uprising, by the Puerto Rican people, focused much needed attention by the City of Chicago and elected officials who then began to take notice. Following the riots, Puerto Rican leaders organized meetings and forums to address community problems head on. This eventually led to the establishment of organizations and institutions such as: the Spanish Action Committee of Chicago, the Young Lords Organization, ASPIRA of Illinois, Bickerdike Re-development Corporation, Spanish Coalition for Housing; Segundo Ruiz Belvis Cultural Center, the Puerto Rican Cultural Center, El Rincón, José de Diego Bilingual Center the opening of Roberto Clemente High School, Proyecto Pa'lante at NEIU, LARES at UIC, the Dr. Pedro Albizu Campos Puerto Rican HS among others.

1966 was a turning point for the Puerto Rican community; a tragedy became the birth of opportunities and achievements. Please join us as we celebrate these milestones.

You can engage in the parade in the following ways:

- *Purchase an ad in the insert of La Voz Parade special edition,*
- *Join the parade as a participant*
- *Donate to the Parade, (all donations are tax exempt). See parade packet for more details.*

Please join us as we celebrate the 38th Puerto Rican People's Parade on Saturday, June 18, 2016 on Division St. (Paseo Boricua) at 2:00pm.

We will posthumously honor a daughter of the community, Nancy Maldonado Franco, whose father Hector Franco, was one of the pioneers with our Patriot Oscar López Rivera, Mirta Ramírez and others, in spear-heading the community organizing efforts which initiated the rebirth of our community, turning it into the most vibrant center of Puerto Ricanness in the US.

Thank you for your support,

Leony Calderón
PRCC- People's Parade Coordinator



Puerto Rican Cultural Center- People's Parade
Established in 1978

**38th Puerto Rican Peoples Parade Proudly Celebrating
Our Rich Culture and Heritage**

**Dedicated to the
50th Anniversary of the
• 1st Puerto Rican Parade of Chicago
&
• The 1966 Division St.
Puerto Rican Rebellion**

**Announcing
2016 Grand Marshall
Nancy Franco Maldonado**

On Paseo Boricua–

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

Stepping off from Division St. (corner Western), 2pm

CHICAGO IL

Packet Contents:

- I RULES & REGULATIONS**
- II AD-BOOK ADVERTISEMENT RATE SHEET & CONTRACT**



Puerto Rican Cultural Center- People's Parade

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I RULES & REGULATIONS

1) ENTRY FEES:

Select your entry choice from the following:

Corporate:	before May 22, \$3,000.00	after May 22, \$3,000.00
Political	before May 22, 450.00	after May 22, \$550.00
Small Business:	before May 22, \$550.00	after May 22, \$650.00
Non-Profit:	before May 22, \$450.00	after May 22, \$550.00 (Must provide copy of (501(c)3 letter)
Groups	before May 22, \$300.00 for 20	after May 22, \$400.00 for 20
Cars	before May 22, \$200.00 for 10	After May 22, \$300.00 for 10
Motorcycle	before May 22, \$250.00 for 10	after May 22, \$300. for 10
Bicycle Clubs	before May 22, \$150.00	after May 22, \$250. (unlimited Riders)

Send Check Payable to: Puerto Rican Cultural Center(PRCC)- People's Parade

Attn: Leony Calderon,

2739 W. Division St, Chicago, IL 60622

Include the completed form with your choice(s) on Section II form of the Parade package .

2) TYPE of ENTRY:

Participants can register a marching group, one truck, float, or a group of 20 cars or motorcycles.

3) LINEUP & CHECK-IN PROCEDURES:

- LINE-UP on the westbound lane of Division Street West of Western Ave. (Dr. Pedro Albizu Campos Street)
- CHECK-IN 9:00AM – 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:

- Alcoholic beverages
- Controlled substances
- Nudity
- Jumping on and off floats or vehicles, and endangering participants.
- 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), west on Division Street South on Kedzie Ave. Disbanding on Kedzie between Division and Augusta. **SINCE PARADE TAKES PLACE RAIN OR SHINE THERE ARE NO REFUNDS.**



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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
C	D	E – Centerfold <i>Color Only</i>	(8.33x20.5)	—	\$1350
	D	F – Back Page <i>Color Only</i>	(8.33X10.25)	—	\$850
B		G – Sponsorship Listing \$50	_____		
		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: _____
 Authorized Signature (Advertiser): _____

Details, Terms and Deadline:

Make checks payable to: PRCC-People's Parade
 Attn: Leony Calderón • 2739-41 W. Division St. • Chicago, Il 60622
 Contract, Artwork and Payment due **May 20th by 5:00pm**
Special arrangements can be made if you miss the deadline. Please call to confirm special arrangements.

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 15,000. DISTRIBUTION: During the week of the festivities in June at Humboldt Park businesses and organizations.