



2739 West Division Street ~ Chicago Illinois 60622

773-342-0855 ~ www.prcc-chgo.org

March 17, 2017

Dear Merchants and Friends:

The Puerto Rican Cultural Center Juan Antonio Corretjer is proudly celebrating the 39th Annual Puerto Rican People's Parade on June 17, 2017. Division St. -Paseo Boricua.

This year the Parade's theme is:

"El Retorno Del Patriota a Su Barrio, Celebrando 50 Años Forjando Comunidad y Forjando Patria".

On January 17, 2017 then President Barack Obama, granted Patriot Oscar Lopez Rivera clemency, after 35 years of a nation's outcry for his release. On May 17, 2017, Oscar López Rivera will officially be free.

Oscar López Rivera, Puerto Rico's National Hero, will finally walk in the community he was a pioneer in building. In 1981 Oscar López Rivera, was sentenced for seditious conspiracy to 55 years. Mr. López Rivera did not commit a crime; his sentence was solely for his belief in wanting independence for Puerto Rico. His over 35 years of incarceration has not deterred his spirit in wanting a free Puerto Rico. In fact his sacrifice has united a nation to recognize the colonial status of Puerto Rico and the injustice of the Puerto Rican people all around the world. Public figures such as Pope Francis I, Nobel Peace winner Archbishop Desmond Tutu, Congressman Luis Gutiérrez, San Juan's Mayor Carmen Yulin Soto Cruz, Ricky Martin, Réne Pérez most recently Lin-Manuel Miranda, among many others denounced his incarceration and finally the community long awaited day has finally arrived. After 35 years, of struggle for the freedom of Oscar López Rivera, on Saturday, June 17th we will finally rejoice in his presence and celebrate with him as the symbol of hope he represents to the Puerto Ricans everywhere in the world; we will also remember our beloved departed Jonathan Rivera Lizardi, Oscar López Rivera's biggest fan.

Join us to celebrate with Puerto Rico's National Hero Oscar López Rivera his momentous return to *el Barrio*. You can be part of this historic moment in the following ways:

- ***Join the Parade as a participant,***
- ***Purchase an ad in the insert of La Voz Parade special edition,***
- ***Donate to the Parade (all donations are tax exempt); see details in the Parade packet.***
- ***If you'd like to make a donation to the Oscar López Rivera Foundation, check out La Voz del Paseo Boricua Community Newspaper for full details.***

Please join us as we celebrate the 39th Puerto Rican People's Parade on Saturday, June 17, 2017 on Division St. (Paseo Boricua) at 2:00pm alongside our long awaited hero and Grand Marshal Oscar López Rivera.

Thank you for your support,

Leony Calderón
PRCC- People's Parade Coordinator



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

39th Puerto Rican People's Parade Proudly Celebrating Our Rich Culture and Heritage

This year the Parade is dedicated to:

***“ El Retorno Del Patriota a Su Barrio,
Celebrando 50 Años
Forjando Comunidad y Forjando Patria”.***

**Grand Marshal
Oscar López Rivera**

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
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.

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

Section II AD RATE SHEET & CONTRACT

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	_____	
		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 2th 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.