



**Casa Puebla & Cermak Rd. Chamber of Commerce**

**Presents**

# **Festival & Parade**



**Friday May 4<sup>th</sup> to Sunday May 6<sup>th</sup>**  
**Douglas Park (19<sup>th</sup> & Sacramento)**



Casa Puebla \* 2654 W. Cermak Rd., Chicago, Il 60608 \* (312) 767-1257  
Website: [chicagocincodemayo.org](http://chicagocincodemayo.org)\* email: [casapuebla@gmail.com](mailto:casapuebla@gmail.com)

# COMMUNITY EVENTS SPONSORSHIP PROGRAM

**Casa Puebla** in Conjunction with **the Cermak Road Chamber of Commerce & Ind.** is committed to producing a variety of events that feature a diverse program for families, residents, and visitors alike.

An event sponsorship is a wonderful way to support the community, reach a specific target market and help to preserve vibrant, culturally-diverse events for residents of the City of Chicago. You can sponsor and increase your brand's visibility or market your business by having direct contact with your customers at the various events produced by our organization. This is a great opportunity for your company to receive extraordinary exposure while taking part in events that promote community development. In addition to becoming a supportive member of the community, our sponsors enjoy many benefits, including prominent on site and media recognition.

**Casa Puebla and the Cermak Road Chamber of Commerce & Ind / Casa Puebla** has produced several successful events and has developed an event schedule featuring diverse programming for every age and interest.

Event sponsorship benefits may include:

- Print and electronic media recognition
- Press Release Mentions
- Onsite and offsite signage recognition
- Access to VIP Areas, Receptions, or Events
- Complimentary Booth Space

## Community Benefit

By becoming a sponsor of Cinco de Mayo you will be helping students from the community have the opportunity to earn Academic Scholarships that will help them continue their education and academic skills. Cinco de Mayo Mission and Goals remain constant: to respond to the educational needs of the youth from the community by helping our local schools maintain the necessary academic tools to promote human dignity, increase employment potential, and facilitate their students to participate in the larger community.

In addition, Cinco de Mayo once again will be unlike any other event held in Chicago; we give our sponsors an opportunity to reach people from various ethnic and cultural backgrounds. We bring food vendors, famous musicians, and celebrities from all over Latin America. We are confident that as a sponsor you will have more marketing power reaching all Latin communities in the Chicago land area. In conjunction with our partners from local radio stations, television stations, and newspapers we will launch a massive promotion featuring our schedule of events and celebrities three weeks prior to the event. This promotion will reach all of the metropolitan area persuading Latin American Families to come and take advantage of everything our sponsors have prepared.

The Cinco de Mayo event is a perfect way to promote your product and business. Don't miss out on the limited sponsorship opportunities and become part of an event that each year breaks all ethnic barriers, **Cinco de Mayo**.

# Gold Sponsor

## \$15,000

As a **Gold Sponsor**, your company will be a prominent Sponsor of this year's **Cinco de Mayo** festivities. As a Gold Sponsor your company will receive:

- **Recognition as a Gold Sponsor of the 2018 *Cinco de Mayo* Festivities**
- **Recognition as a Gold Sponsor in radio, television and newspaper advertising of the event**
- **Company name and logo incorporated into event advertising and promotional purposes, including:**
  - **Prominently displayed on 10,000 posters (Deadline: April 14<sup>th</sup>, 2018)**
  - **Prominently displayed on 500 Banners in Hispanic key locations (Deadline: April 14<sup>th</sup>, 2018)**
  - **Prominently displayed on 150,000 postcard (Deadline: April 14<sup>th</sup>, 2018)**
- **Live mention of your Gold Sponsorship at all Cinco de Mayo Events**
- **1/3-page black & white ad in the Official Event Program\* (if applicable) (Sponsor to supply camera ready art)**
- **logo and link to sponsor's website displayed on Official event site**
- **One 6ft x 3ft banner on Main Stage at event with prominent placement (sponsor to provide)**
- **Prominent placement of your company's banner at all Cinco de Mayo events. (Sponsor to provide)**
- **One 10ft x 20ft booth or two 10ft x 10ft booths at the event**
- **2-8ft Table and 4-Chairs**
- **Company name/logo on banners placed around event site (sponsor to provide banners)**
- **Logo inclusion on event t-shirt (if applicable)**
- **One table of eight (8) at the the VIP Breakfast**
- **Six (6) VIP Parking Spaces at Festival Site**
- **Admission for one (1) float or six (6) company vehicles into the 2018 Cinco de Mayo Parade, with prominent placement.**

# Parade Entree Form

## "2018 Cinco de Mayo Parade Entree Form"

PLEASE COMPLETE AND E-MAIL

Name of Entry (group or individual) \_\_\_\_\_  
Type of Entry/Vehicle \_\_\_\_\_ Length of Entry (feet) \_\_\_\_\_ Music (Y/N) \_\_\_\_\_ # Horses \_\_\_\_\_  
Additional Vehicles \_\_\_\_\_ Length of Additional Vehicles (feet) \_\_\_\_\_ # of Adults \_\_\_\_\_ # of Children \_\_\_\_\_  
Responsible Person \_\_\_\_\_ Daytime Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_

### PLEASE PRINT A BRIEF DESCRIPTION OF THE ENTRY FOR USE BY THE ANNOUNCER

(Please specify how you are interpreting the theme and who you are)

**Application deadline is 5PM. April 30<sup>th</sup>, 2018**

Application fees for schools and governmental applicants are waived. Cermak Road Chamber of Commerce member's fee is \$1,500.00. **Corporations and non-members should contact us regarding scholarship donation opportunities.** The application fees must be paid in full at the time of the submission of the application. Nonprofit Corporations must submit a copy of your 501(c) 3 with this application and pay a fee of \$750.00. **The Parade Day is May 6<sup>th</sup>, 2018**, rain or shine. There shall be no refunds for any reason. The Chamber reserves the absolute right to reject any application for any or no reason, provided that any fees submitted with the rejected application are returned. **City of Chicago regulations prohibit the throwing of items from floats or other vehicles.** Assemble promptly at 9:30 A.M. from Cermak Road and Damen proceeding to Marshall Blvd and California. Positioning of applicants in the Parade is at the discretion of the event producer, subject to change at any time. Please submit background information about your Organization or business for possible use by Parade announcer. Casa Puebla and the Cermak Road Chamber of Commerce & Ind. are not responsible for any damage or injury which may occur to applicant, or any person participating in the parade on the applicant's behalf. The license granted by Casa Puebla & the CRCC & Ind. to the applicant to participate in the Parade is non-transferable. Application Fee Submitted (Circle One)

Chamber of Commerce Members Only: \$1,500.00 (Must be member before March 2018)  
Government, Non-Profit: \$750.00 (Specify Organization: \_\_\_\_\_)  
Schools (Marching Bands) - No fee

**Corporations and non-members: Please contact us regarding available Sponsorships.**

Make Checks Payable to:  
**5 de Mayo/Casa Puebla**  
2654 W. Cermak Rd.  
Chicago, IL 60608

My signature below is my bond that I understand the rules and guidelines for the "2018 5 de Mayo Parade" and warrant that my/our entry will fully comply.

Signature of Responsible Person \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

-----**For Office**-----

Status (circle one): Member Non- Member Corporation NFP School Government Check # \_\_\_\_\_ Amount \_\_\_\_\_ Position \_\_\_\_\_ Festival /  
Parade Sponsor: Yes { } No { } Accepted: Yes { } No { }

Reviewed By: \_\_\_\_\_ Date: \_\_\_\_\_

# Parade Guidelines & Harmless Agreement

Participants who walk should be prepared to complete a one and a half-mile route in less than two hours.

**Participants are not allowed to throw candy or other items from the float or vehicle in the Parade. THIS POLICY WILL BE STRICTLY ENFORCED.** Candy and other items may be distributed by persons walking next to the barricade.

All vehicle drivers must have personal liability insurance and submit a copy of the insurance with their application. Insurance Proof must be available prior to the event.

Parade line-up begins at 9:30 a.m. please park along Cermak Road from **Ashland to Wolcott. Cermak Rd. from Wolcott to Damen needs to be clear at all times.**

**Please Note: No Parking is allowed in the middle of the street. For safety reasons The fire Department requires that the middle lane be cleared at all times.**

Please walk to the corner of Cermak & Wolcott there you will be escorted to your position by a Parade staff member.

Please pay attention to the parade route. For the 2018 parade it will start at the corner of Cermak and Damen, head west on Cermak Road to Marshall Blvd. then turn south on Marshall Blvd., ending on Marshall Blvd. & California Ave.

**No stopping will be allowed**, please have in mind that the streets need to be cleared by 2:00 P.M.

**Applications will be accepted through Monday, April 30<sup>th</sup>, 2018.** The Parade Committee encourages early applications. Applications need to be sent via E-Mail to:

**Event Director**  
2654 W. Cermak Rd.  
Chicago, IL 60608  
[casapuebla@gmail.com](mailto:casapuebla@gmail.com)  
Telephone (312) 767-1257

**If you have additional questions, please contact us at the phone number mentioned above.**



## HOLD HARMLESS AGREEMENT

The undersigned agrees to participate in the 2018 Cinco de Mayo Parade to be held May 6<sup>th</sup> 2018 in Chicago, IL. We agree to cooperate in every way possible and to abide by the established rules in order to insure the safety and success of the parade.

The 2018 Cinco de Mayo Committee shall not be responsible and/or held liable for the property of participants from theft, damage by fire, water, accidents and/or other causes of injuries.

It is hereby understood and agreed that the above organization, business, corporation, and/or individual (s) shall not hold the officers, members, agents, volunteers and/or employees of Cinco de Mayo, Casa Puebla, Cermak Road Chamber of Commerce & Ind., City of Chicago, and/or Sponsors of the event responsible for any and all liability, suit, destruction, injury, and/or claims caused by them, their volunteers and/or to volunteers, participants and/or spectators.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Applications should be returned to Cinco de Mayo Parade; c/o Parade Committee to the E-mail below:

[casapuebla@gmail.com](mailto:casapuebla@gmail.com)

If you have any questions about the parade, please call (312) 767-1257.