

CELEBRATING MEXICAN INDEPENDENCE DAY

VIVA *México*

A PARADE CELEBRATION OF FLOATS, MUSIC, AND TRADITION

SEPTEMBER 12TH | 1PM



WWW.JOLIETCCP.COM/PARADE

IN COLLABORATION WITH FIESTAS PATRIAS JOLIET

JOLIET CITY CENTER
PARTNERSHIP



JOLIET

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Why Invest in the Fiestas Patrias Mexican Independence Day Parade?

Connecting Your Brand to a Legacy, a Community and a Growing Market

Quick Facts:

- 60+ years of tradition
- Official City of Joliet Legacy Parade
- Hundreds of Spectators & Visitors Each Year
- Historic Collins St Business Corridor Visibility
- Dozens of Community Organizations, Businesses, & Volunteers United in Celebration
- 34% Latino Population

A Legacy that Spans Generations

For more than sixty years, the Joliet Fiestas Patrias Mexican Independence Day Parade has been a cherished community tradition, celebrating Mexican Independence and honoring the generations of Mexican-American families who helped build and shape the City of Joliet.

Founded in 1948 by WWII Veteran and community leader Don Navor Rodríguez and his wife, Margarita Rodríguez, the Mexican Independence Day parade has become one of Joliet's longest-running cultural celebrations, earning its Legacy Parade designation from the City of Joliet in 2025. From its beginnings as a neighborhood gathering, it grew into one of the city's most beloved events, featuring decorative floats, parade queens, charros, bands, dancers, and community organizations from across the region.

Today, the parade serves as a cultural landmark, economic driver, and community gathering place for residents throughout Joliet and Will County.

Collins Street Business Corridor

The Fiestas Patrias Mexican Independence Day Parade travels down the Collins St Business Corridor, a vibrant business district where culture, commerce and community intersect. For generations, this corridor has been home to Latino-owned businesses, community institutions, churches, restaurants, and families that continue to shape Joliet's identity and economy.

For questions, please contact Emmanuel Lopez
Emmanuel.lopez@jolietdowntown.com | 815-774-6067.

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Why Your Investment Matters:

- **Reach a Growing Consumer Market:** The Latino community represents one of the fastest-growing demographic and economic segments in the region. Sponsoring the Fiestas Patrias Mexican Independence Day Parade allows businesses to engage directly with families, consumers, entrepreneurs, and community leaders in an authentic and meaningful way while increasing foot traffic and visibility to businesses throughout the Collins Street Business Corridor.
- **Preserve a Historic & Cultural Tradition:** Your sponsorship helps preserve a treasured cultural celebration that has united generations and strengthened community pride for more than sixty years.
- **Demonstrate Community Leadership:** Align your organization with one of Joliet's most recognized cultural events and demonstrate your commitment to diversity, inclusion, and community investment.

When you sponsor the Joliet Fiestas Patrias Mexican Independence Day Parade, you become part of a legacy that has inspired our community for more than 60 years and will continue to do so for generations to come.

JOIN US IN KEEPING THIS LEGACY MARCHING FORWARD & BECOME A SPONSOR TODAY!

Interested in becoming a sponsor? Visit our website below to learn more about sponsorship opportunities, or contact Emanuel Lopez for additional information and sponsorship details.

Website: <https://jolietccp.com/parade/>

Contact: Emmanuel Lopez

Email: Emmanuel.lopez@jolietdowntown.com

Phone: (815) 774-6067



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Join us in celebrating culture, heritage, and community at the 2026 Mexican Independence Day Parade.

This signature event draws thousands of attendees and provides a powerful platform to showcase your brand while supporting a meaningful cultural tradition.



PRESENTING SPONSOR \$8,000

- Premier logo placement on all marketing materials and print advertising
- Featured sponsor spotlight video highlighting your organization's involvement
- Recognition in all press releases and media coverage
- Radio mentions and interview opportunities
- On-site media coverage opportunities (TV and digital)
- Featured placement on event website
- Company banner in a premier parade location
- On-stage recognition throughout the event
- Dedicated social media campaign and spotlight features
- Prime parade placement for sponsor float
- Professional parade float included

GOLD SPONSOR \$2,500

- Prominent logo placement on marketing materials
- Recognition in press releases and media promotions
- Radio mention opportunities
- Logo featured on event website
- On-stage recognition during the event
- Social media exposure
- Professional parade float included
- Prime parade placement for sponsor float

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SILVER SPONSOR **\$1,000**

- Prominent logo placement on marketing materials
- Logo featured on event website
- On-stage recognition during the event
- Social media exposure
- Entry into the parade with your company or vehicle
- 10% off Professional Flot

BRONZE SPONSOR **\$500**

- Logo on event website
- Entry into the parade with your company or vehicle

STAGE SPONSOR **\$2,500**

- Logo on select marketing materials and flyers
- Recognition on event website
- Social media exposure
- On-stage recognition / On-stage speaking opportunity

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2026 SPONSOR REGISTRATION

Be part of a proud community tradition that brings culture, heritage, and celebration to the heart of the City of Joliet. The 2026 Mexican Independence Day Parade draws thousands each year, offering you the chance to connect, support, and stand alongside a vibrant and growing community.

Email this form to: Emmanuel.lopez@jolietdowntown.com | 815-774-6067

Sponsorship Level (select one)

- Presenting Sponsor \$8,000
- Gold Sponsor \$2,500
- Silver Sponsor \$1,000
- Bronze Sponsor \$500
- Stage Sponsor \$2,500

Business/ Organization Name: _____

Contact Person: _____

Phone: _____

E-mail: _____

Website (If applicable): _____

Please provide a brief 1-2 sentence description of your group for use by event announcers.

Payment Information

_____ Check Payable to: Joliet City Center Partnership

_____ I would like to pay via credit card (you will be contacted to securely process payment)

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Parade Line-up Information and Guidelines

Please make sure to share this information with everyone in the entry.

- Parade is limited to 50 entries.
- Parade lineup begins at 11:00 a.m. on September 12, 2026. Line-up is located at Colombia and Collins Streets. All entries should check in by 11:45 a.m.
- Maximum of 5 vehicles for car/vehicle club entries.
- Entries must not exceed 50 feet in length.
- Each entry will receive an email prior to the parade with an assigned number and map of line-up. Your assigned number must be displayed in the passenger side window.
- All floats with children must have at least 2 adults riding on the float for the duration of the event.
- All entries must be pre-registered with a complete application form and designated fees paid.
- Music used on an entry is strongly encouraged and should be stated on the application. Volume must be adjustable, and music must be appropriate for all ages.
- A fire extinguisher is required on each float in case of emergency.
- **No candy or materials may be thrown from parade floats or moving vehicles to spectators along the parade route.** Walkers should be located on both sides of the floats passing out candy, coupons, or other items.
- Parade participants should not jump on or off moving vehicles during the parade.
- No alcohol is permitted.
- Make sure all decorations on your float are properly secured. Keep extension cords away from wheels.
- Animals in the parade must be stated in the application. All animals must have updated vaccinations and be able to cope with crowds and other animals. Animals must be controlled and always leashed.
- Each horse entry must include a designated contact person responsible for cleanup on the day of the event. No horses will be permitted unless a confirmed cleanup contact is provided. Please refer to the guidelines for full requirements and details.
- Firearms and toy guns are not allowed except for those used by the Color Guard.
- The parade organizers may cancel the parade due to inclement or life-threatening weather.
- Parade fees must be paid by August 25, 2026, or the entry will be removed from the parade. Parade fees will not be refunded for any reason.

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Parade Line-up Information and Guidelines

Thank you for participating in the 2026 Mexican Independence Day Parade.

Event Details

The parade will take place on Saturday, September 12.

Line-up will be from 11:00 a.m. to 12:30 p.m., with step-off at 1:00 p.m.

Line-Up Location & Parking

Line-up parking for vehicles not participating in the parade will be at Our Lady of Mount Carmel Church, located at 205 E. Jackson St.

Drop-offs will also be at the church, as the line-up area is within walking distance. No non-parade vehicles will be allowed into the line-up area. If you are dropping off children, you must park at the church and walk them to the line-up area.

Line-Up Materials

A parade packet has been attached, which includes:

- Alphabetical line-up listing
- Map of your assigned line-up location
- Number packet

Please print your assigned line-up number and place it in the windshield of all parade vehicles.

Entry Requirements

- Entries must not exceed 50 feet in length
- All floats with children must have at least 2 adults on board for the duration of the event
- All entries must be pre-registered with a completed application and all required fees paid
- Music must have volume control and be appropriate for all ages
- No candy or materials may be thrown from floats or moving vehicles. Walkers must distribute items from both sides of the float

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Safety & Conduct

- Participants must not jump on or off moving vehicles during the parade
- No alcohol is permitted. Open containers are strictly prohibited, and violations may result in exclusion from future events
- All decorations must be secured; keep extension cords away from wheels.
- Firearms and toy guns are not allowed, except those used by the Color Guard

Animals

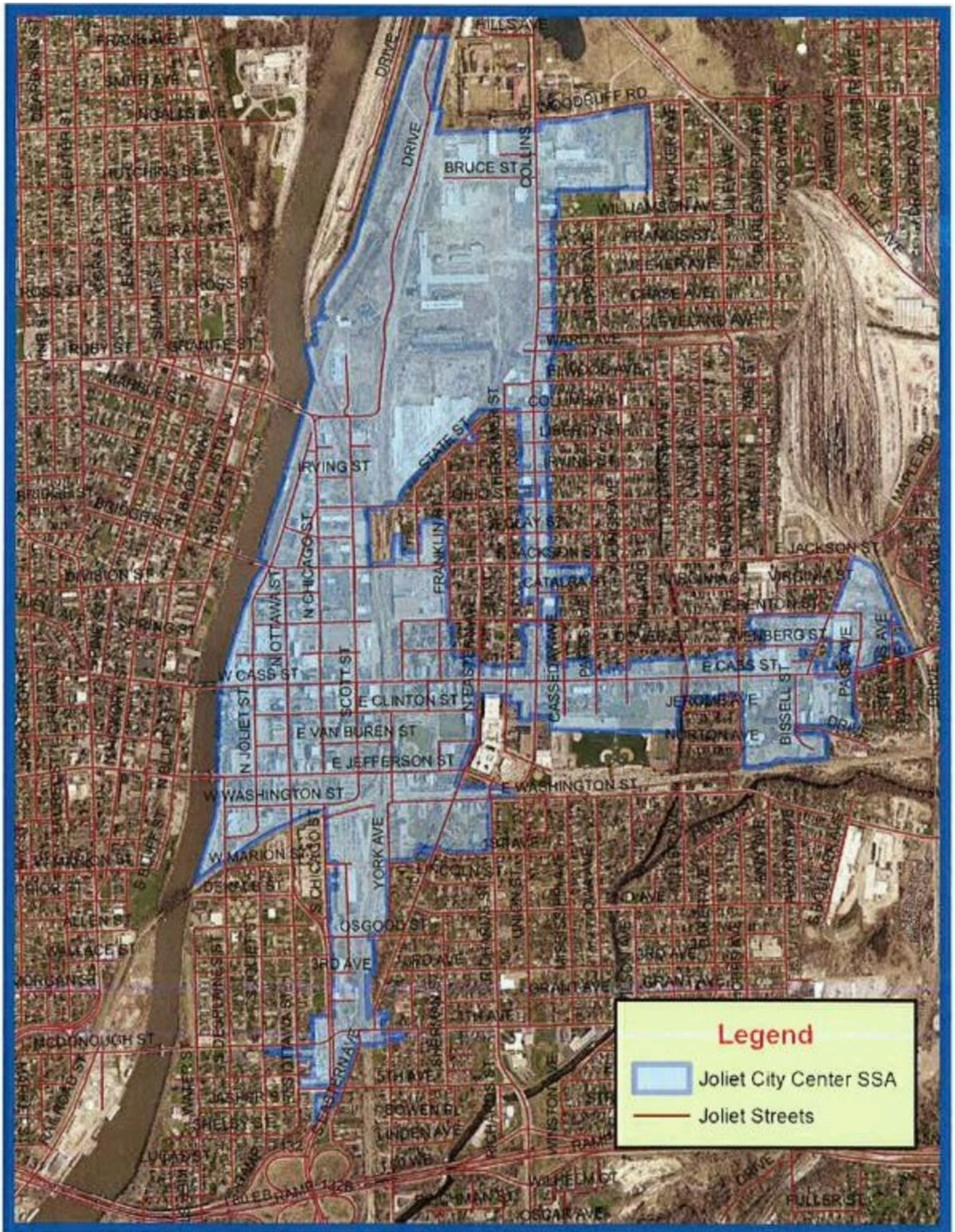
- All animals must have updated vaccinations and be able to handle crowds and other animals
- Animals must be controlled and leashed at all times
- Horse participants are responsible for cleaning up after their animals
- No horses are allowed on sidewalks

Horses

- Maximum of 3 horses per entry
- \$25 additional fee for each extra horse
- Maximum of 5 horses total per entry
- No horses may be added or allowed on the day of the event
- Each horse entry must include a designated point of contact responsible for cleanup on the day of the event
- No horses will be permitted without a confirmed cleanup contact in place

Weather

The parade organizers reserve the right to cancel the event due to inclement or life-threatening weather conditions.



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