

# 2026 CHICAGO COLUMBUS DAY PARADE



**Monday, October 12, 2026**

12:30P.M.

State Street, Chicago

(From Wacker Drive to Van Buren Street)



## AD BOOK/VIGNETTE CONTRACT

AD Sponsor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### VIGNETTE PACKAGE:

\_\_\_ 30 Second Televised Commercial Vignette on ABC7 During the Parade - \$2,500.00 (Includes Production)

### AD BOOK RATES:

**Ad Book rates are based on location of ad placement in book**

Ad Program Book (Sizes are 5.5" by 8.5". Please email advertisement in png format to [jcc@jccia.com](mailto:jcc@jccia.com))

\_\_\_\_\_ Premium Ad Page: \$1,000

\_\_\_\_\_ Purple Border Page: \$500

\_\_\_\_\_ Gold Border Page: \$300

\_\_\_\_\_ Silver Border Page: \$200

\_\_\_\_\_ White Page: \$100

### PLEASE CHECK ONE:

\_\_\_\_\_ Enclosed is my new Ad to be printed in program

\_\_\_\_\_ Please repeat same Ad from last year

\_\_\_\_\_ I will email wording for my AD to [jcc@jccia.com](mailto:jcc@jccia.com)

Authorized Signature \_\_\_\_\_ Date: \_\_\_\_\_ Amount of Check \_\_\_\_\_

### **DEADLINE TO RECEIVE ADVERTISEMENTS IS OCTOBER 5, 2026**

The 2026 Parade Ad Book will be dispersed after the Columbus Day Parade, as it will include events photos from the Columbus Day Weekend festivities

**CHECKS ARE PAYABLE TO THE JOINT CIVIC COMMITTEE OF ITALIAN AMERICANS - COLUMBUS DAY PARADE**

**PLEASE MAIL OR EMAIL THIS FORM AND PAYMENT TO JCCIA OFFICE NO LATER THAN SEPTEMBER 26, 2026**

3431 N Harlem Ave. Chicago, IL, 60634 | Tel: 708.450.9050 | [jcc@jccia.com](mailto:jcc@jccia.com) | [www.jccia.org](http://www.jccia.org)

Release: In consideration for acceptance as a participant in the 2026 Columbus Day Parade on October 12, 2026, your unit, its officers and members participating or present at the parade irrevocably grant the Joint Civic Committee of Italian Americans the exclusive right to use, in any media, your name, likeness, photos or reproduction of your performance for any purposes including promotion, advertising or otherwise. Your organization further affirms it is aware of the risks associated with participating in the Parade and hereby releases, discharges, and acquits The Joint Civic Committee of Italian Americans, its employees, sponsors and agents for any and all claims, liabilities and/ or damages related to the Parade on account of any personal injury or property damage which may occur from any cause before, during or after the 2026 Columbus Day Parade.