

2026 COLUMBUS DAY PARADE



Sponsorship Opportunities

Join Us in Celebrating Columbus Day with the
2026 Parade Chairman, Michael Tadin of Marina Cartage, Inc.
Campania: 2026 Parade Region of Honor!
Explore all of the different opportunities to get involved!



Corporate Sponsorship

☐ Green Package \$10,000.00

Includes: Parade Float with Premium Parade Placement, 15-Second Television Commercial on ABC TV, Two tickets to Presidents' Gala, Placement in select advertising, Premium page in the Columbus Day Ad Book

☐ White Package \$25,000.00

Includes: Parade Float with Premium Parade Placement, 15-Second Television Commercial on ABC TV, Special Recognition and Four tickets to Presidents' Gala, Premium Placement in all advertising, Premium page in the Columbus Day Ad Book, Social Media Campaign

☐ Red Package \$50,000.00

Includes: 90-Second Video dedication on Television, Parade Float with Premium Parade Placement, Front Line Walk, Two 15-Second Television Commercials on ABC TV, Special Recognition and 10 tickets to Presidents' Gala, Premium Placement in all advertising, Premium page in the Columbus Day Ad Book, Premium Social Media Campaign

☐ Cabrini \$3,000.00

Includes: Float in 1st Section of the Parade, Free Purple Page Ad in Program Book

☐ Da Vinci \$2,500.00

Includes: Float in 2nd Section of the Parade, Free Gold Page Ad in Program Book

☐ Sophia \$1,000.00

Business or Personal Vehicle

Float Packages

☐ Additional Musical Add On \$250

Musical Performer on Float with audio equipment

☐ I will provide the performer ☐ JCCIA provides performer

Ads and Vignettes

Video Vignette

☐ \$2,500.00

15-second Commercial aired on ABC7 during the parade

Ad in the Parade Program Book

(Ad Sizes are 5.5" wide by 8.5" tall)

Please email advertisements in png format by Oct. 6

- ☐ Premium Page: \$1,000
- ☐ Purple Border Page: \$500
- ☐ Gold Border Page: \$300
- ☐ Silver Border Page: \$200
- ☐ White Page: \$100



Fra Noi Heritage Month Section

Promote your company in Chicago's Italian American Magazine (limited availability!)

☐ Double Page Sponsorship: \$1,000.00

Includes exclusive promotion space on two pages in the Fra Noi Magazine

☐ Single Page Sponsorship: \$500.00

Includes exclusive promotion space on one page in the Fra Noi Magazine

☐ Make a tax deductible contribution

Help keep the Columbus Day tradition by making a donation!

Donation

Donation Amount: \$ _____

Sponsor Name/Organization _____

Contact Name _____

Email _____ Phone _____

Mailing Address _____

City _____ State _____ Zip _____

Payment by: ☐ Credit Card ☐ Check Total Amount \$ _____

Name on Card _____ Billing ZIP _____

Credit Card Number _____ Expiration _____ CVV _____

Make checks payable and mail to JCCIA or submit an online payment at jccia.org/parade/

DEADLINE: September 26 | 3431 N Harlem Ave., Chicago, IL | jcc@jccia.com | 708.450.9050

Contributions to the Joint Civic Committee of Italian Americans are Deductible for Tax Purposes by Ruling of the US Treasury Department