



HISPANIC  
INTERNATIONAL  
DAY PARADE  
OF NEVADA, INC.

11<sup>TH</sup> ANNUAL HISPANIC  
INTERNATIONAL DAY PARADE  
AND FESTIVAL  
CELEBRATING AMERICA'S  
CULTURES THROUGH  
OUR DIVERSITY...OUR STRENGTH

SATURDAY, OCTOBER 8, 2011

PARADE: 10:00 AM

FESTIVAL: 1:00 PM





## **Mission**

The mission of the Hispanic International Day Parade of Nevada is to:

- Encourage representation from all 21 Hispanic/Latin countries to participate in the Hispanic International Day Parade and display each countries cultural difference to the non-Hispanic community in Nevada with varied music, heritage and culture.
- Encourage parade participants to take pride and pass on their inherent cultural roots and promote its continuity among the young and older families and individuals.
- Provides the opportunity for the Las Vegas valley community to share new and traditional music, food, art and other treasures from the various Hispanic countries.
- Provide Trophies to the most original Floata
- Provide Scholarships to deserving students base on scholastic achievement and community service .

## **History**

The Hispanic International Day Parade of Nevada was founded in 2000 and incorporated in March of 2004 as a 501(c)3 non-profit corporation.

The Hispanic International Day Parade of Nevada has been a continuing tradition for the past 10 years with the purpose of celebrating cultural diversity among Las Vegas' various Latinos communities and increasing awareness of Hispanic traditions. With the representation of 21 Latino/Hispanic and non-Hispanic countries each year the parade boasts an array of:

- Colorful floats
- Marching bands
- Equestrian teams
- Performing artists
- Color guards
- Drill Teams
- Dance troupes
- Antique cars
- Celebrity guests and much more

In order for visitors to truly learn and experience Hispanic culture; the Music Festival was created to be held in tandem with the Hispanic International Day Parade. The Festival provides the opportunity for the entire Clark County valley to share new and traditional music, food, art and other treasures from the various Hispanic countries represented at the parade. A high number of people from the Valley and from throughout the region attend the parade each year. Visitors to



the 11<sup>th</sup> annual Hispanic International Day Parade and Festival will enjoy the highlights of unique customs and traits that make Hispanic culture so very special.

## SPONSORSHIP LEVELS

### Platinum Sponsor \$3,500

- Sponsor shall receive recognition as “Presenting Sponsor” of the Hispanic International Day Parade.
- Sponsor logo/name inclusion in all advertising, promotions and public relations efforts of platinum level.
- Parade entry with platinum parade banner.
- Post Festival Booth (10’x10’).
- On-site signage allowed at the parade stage and festival stage area.
- Logo ad/link on official parade web-site.
- Inclusion in all non-measured media including posters, fliers, e-mail, direct mail pieces, TV and radio.
- Sponsor shall receive the opportunity to use the goodwill and likeness of the Hispanic International Day Parade to derive value from its partnership. This includes use of logo, photos, footage and other select elements.

### Gold Sponsor \$2,500

- Sponsor logo/name inclusion in all advertising, promotions and public relations efforts of gold level.
- Parade entry and gold sponsor banner.
- Post Festival Booth (10’x10’)
- On-site signage allowed at the parade stage and festival stage area.
- Logo ad/link on official parade web-site.
- Inclusion in all non-measured media including posters, fliers, e-mail, direct mail pieces, TV and radio.
- Sponsor shall receive the opportunity to use the goodwill and likeness of the Hispanic International Day Parade to derive value from its partnership. This includes use of logo, photos, footage and other select elements.

### Silver Sponsor \$1,500

- Sponsor logo/name inclusion in all advertising, promotions and public relations efforts of silver level.
- Sponsor logo/name inclusion in select print media.
- Parade entry.
- Post Festival Booth (10’x10’)
- On-site signage at select areas.
- Logo ad/link on official parade web-site.
- Inclusion in select non-measured media.



## **PAST SPONSORS AND PARTICIPANTS**

Assoc. Civil del Estado de Durango  
Asociacion Ecuatoriana  
Boricua Association  
Brazilian Association  
Centennial High School ROTC  
Charros de la Herradura  
Chilean Association  
Colombian Association  
Congresswoman Shelley Berkley  
Cortney Cobra Marching Band  
Comugua/Guatemala  
Costa Rica  
Danny Tarkanian  
El Dorado High School ROTC  
Findlay Toyota  
Gibson Middle School  
Hawaiian Educators Assoc. of NV  
Jon Porter  
Laborers Retirees Council  
Las Vegas Clark County District  
Las Vegas Fire and Rescue  
Las Vegas Marines  
Las Vegas Review Journal

Liborio Market  
MGM Mirage  
Mid East Memorial Wall  
NAACP  
National Federation Filipino Assoc.  
Nevada Hispanic Democrat Caucus  
Nevada Republican Party  
Nicaragua  
Palo Verde High School ROTC  
Panama Cultural Association  
Panamerican "Huaso" Center  
Parade Democratic Club  
Peruvian Foundation of Las Vegas  
Puerto Rico Federal Affairs  
Radio Tri Color 105.1 FM  
Southern Nevada Water Auth.  
Student Organization of Latinos  
UNCE Learning Together  
University of Puerto Rico ROTC  
Univision Radio 103.5 & Recuerdo 99.3  
Venezuelan Assoc. Of LV  
Young Latino Democrats



## PARADE APPLICATION & INSTRUCTIONS

SATURDAY, OCTOBER 8, 2011

Parade: 10:00am – 12:00pm

Parade starts at the corner of Water Street  
and Ocean Avenue, Henderson, NV

### Entry:

1. Complete and submit the entry on line at [www.hispanicparadelyv.org](http://www.hispanicparadelyv.org) or by September 23, 2011. Application must be mailed in with appropriate fee payable to:  
The Hispanic International Day Parade, Inc.  
Attention: Parade Coordinator  
212 Antelope Way  
Las Vegas, NV 89145
2. Federal Tax ID: 71-0955394
3. Only Sponsorship Level applications will be accepted until the day before the parade.
4. Equestrian / Motorized entries must supply CERT. OF INSURANCE at time of application.
5. ABSOLUTELY NO THIRD PARTY PARTICIPANTS, SPONSORS, ETC.

### Participants:

1. A float entry must consist of a low trailer, flatbed, or stake bed truck or professionally built chassis.
2. Please carry a banner identifying your organization; a parade number will be assigned to each entrant.
3. FORWARD motion must be maintained throughout the parade route.
4. Shooting of firearms is strictly prohibited.
5. Sirens and loud noises that interfere with other units will not be allowed.
6. All participants must be uniformed, costumed, or appropriately attired.
7. No one under the age of 8 will be permitted to march in the parade without special permission.

### Decoration:

1. Floats must be completely decorated to the THEME of the parade:

**CELEBRATING AMERICA'S CULTURES THROUGH OUR DIVERSITY...OUR STRENGTH**

2. All decoration must be flame retardant.

**Check-in booth opens at 8:30am; all units must be checked in by this time**  
**Participants must be in position by 9:00am / Parade will start promptly at 10:00am**



### Parade Entry Fees

ALL ENTRY FEES (IF APPLICABLE) MUST BE SUBMITTED WITH APPLICATION.

- \$1,000 Commercial Businesses
- No Fee to SCHOOLS, LIBRARIES and Non Political 501C3 (proof required)
- \$650 Small Businesses
- \$450 Political Candidates

Name of Organization \_\_\_\_\_

Director or Manager \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Number in group \_\_\_\_\_ Line-up Footage Required \_\_\_\_\_ Number of vehicles \_\_\_\_\_

**Please submit a script for announcers describing your entry.** Include names and titles of individuals responsible and background of your entry, color, style of uniform. Please limit scripts to 300 words or less. Please submit script in both English and Spanish.

Submission of this application does not constitute acceptance. Using the information you present, we will accept the application as needed to properly balance the parade and stay within acceptable parade length.

I hereby agree that the above is eligible as entered, and to release and hold harmless the management, or any of its members or agents, and the owners or management on the grounds or location where the event is held, from any loss, damage or injury resulting from any participation of this event.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\*\*If participant is under 18 years of age, parent/guardian must sign application



**ALL ENTRIES MUST FIT A CLASSIFICATION**

BANDS

- High School Band
- Middle School Band
- Other \_\_\_\_\_
- Service
- Other \_\_\_\_\_

ROTC

- Color Guard
- Drill Team

DRILL TEAMS

- High School Drill Team
- Middle School Drill Team
- Marching Unit
- Other \_\_\_\_\_

MISCELLANEOUS

COLOR GUARDS

- Basic (4 or 5 marchers)
- Drill (5 or more)
- Marching Unit
- Other \_\_\_\_\_
- Antique Auto (Ins. Req.)

FLOATS – INS. REQ.

- Civic
- Youth
- Commercial

EQUESTRIAN – INS. REQ.

- Parade Horse Open
- Spanish Open
- Charro Open
- Mounted Group
- Horse Drawn Vehicle
- Other \_\_\_\_\_

- Marching Unit (local)
- Fraternal Org., Scouts
- Novelty
- Clowns
- Clowns - Motorized

**JUDGING:** Will be conducted by Elected Officials and/or Business People

**AWARDS:** Ceremony will take place immediately after the parade at the Fremont Street Experience Stage

- MUSICAL/DANCE.....BEST MUSICAL/DANCE
- FLOAT.....BEST OVERALL FLOAT
- ROTC.....BEST OVERALL UNIT
- EQUESTRIAN.....BEST OVERALL

## Festival Booth Application

SATURDAY, OCTOBER 8, 2011

Name of Organization \_\_\_\_\_

Director or Manager \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Fee: **\$350**

Exhibit hours: 10:00 am-7:00 pm

Set-up: 8:00 am-10:00 pm

Tear down: 7:00 pm-8:00 pm

Federal Tax ID: 71-0955394

Full payment must accompany application in order to confirm space.

**Make check payable to:**

**The Hispanic International Day Parade of Nevada, Inc.**

**Attn: Parade Coordinator**

**212 Antelope Way**

**Las Vegas, NV 89145**

**Contact Information:**

Margarita Rebollal, President

702=214-8283 Home

702-307-1710 Office

702-307-1712 Fax

[mrebollal@yahoo.com](mailto:mrebollal@yahoo.com)

**\*DISCLAIMER: Exhibitors agree to hold harmless The Hispanic International Day Parade, Inc., and Fremont Street Experience for any accidents, injuries, or death that may occur at the venue on the dates specified for the event. Although the Fremont Street Experience provides general security, Exhibitors are exclusively responsible for maintaining and securing their property during the event.**