

PARADE INFORMATION

LINE UP: In the parking lot at the Bloomington Lake Clinic at the corner of Bloomington Ave and E. Lake Street. Please check in at the check in table that will be located at the entrance of the Bloomington Lake Clinic.

ROUTE: On Lake Street from Bloomington Ave South to Clinton Avenue South

TIME: Parade departs at 1:00 pm but line up starts at 12:00 pm. Please arrive at noon. If you arrive after the parade has departed you will have to miss the parade

POSITION NUMBER: *** Your position number will be mailed to you in the same packet with food coupons and VIP parking passes *** Be sure to tape or carry your number during the parade. A map of the line numbers will be also posted on our web page 5 days before the celebration. Please go to Parade - Map

JUDGES: Our judges will be sitting at the entrance of the US Bank on East Lake Street. The judges' panels are members from State Farm Insurance, Best Buy, Urban Ventures Leadership Foundation and MN Twins. (They cannot vote for there our organization float)

AWARDS: Awards will be given at the Univision stage at 2:30 p.m. We will give awards to 1st, 2nd and 3rd place "Best to Show". This stage will be located at the corner of 5th Ave South and East Lake Street.

For more information about the parade, please email Blane Beebe at parade@golatino.org



ABOUT THE CELEBRATION

During the year 2010, Mexico celebrates both the 200th anniversary of its Independence and 100th anniversary of its Revolution. 15 September 1810 is the day of Miguel Hidalgo's call to take up arms against Spanish colonial government. The entire year has been proclaimed by Mexican President Felipe Calderón as "Año de la Patria," or "Year of the Nation. Events and other promotions of these celebrations are designed to the linking Mexico's identity and historic continuity.

For us, this is our 9th annual Mexican Independence Day Celebration, taking place in South Minneapolis, in the Heart of the Latino community, on Lake St between East Lake and Portland Avenue.

For last year's celebration we had approximately 35,000 people who came to celebrate with us and enjoy delicious Latino-American food as well as purchase different types of souvenirs such as Latino-American arts, jewelry, clothing, hats, boots, and more!

The celebration offers entertainment for the whole family such as inflatable games, petting zoo, crafts, car shows including costume cars, low riders and bike riders show, sports as soccer, basketball, tennis, jump rope, climbing wall, dancing and singing contests.

Also, we host educational institutions, clinics, health organizations and other non-profit organizations to educate, promote, and serve the Latino community.

For more information about the Mexican Independence Day Celebration please contact GoLatino!: 2924 4th Ave. S. Minneapolis, MN 55408, (612) 455-4620, by email at susana@golatino.org or visit us in www.golatino.org



Tenth Annual Celebration of Mexican Independence Day in South Minneapolis

Sunday September 18th
Fourth Avenue and Lake Street
12:00 pm to 7:00 pm

Celebrate with us the Mexican Independence Day in a Family Friendly Environment

Organized by 
u/vBn VENTURES

SPONSORED BY



SPONSORS BROCHURE

GENERAL INFORMATION

OPERATION HOURS: 12:00 p.m. to 7:00 p.m.

LOCATION: East Lake Street, between Second Avenue South and Portland Avenue and between Fourth Avenue South from 31st Street and 28th Street.

SPACE DIMENSIONS: All of the spaces measure 10x10 ft. Please check with Susana Espinosa de Sygulla about the dimension of your booth.

TENTS, TABLES AND CHAIRS: Normally, we provide you with a 10X10 tent, 6ft. table and 2 chairs, unless you would like to bring your brand tent and equipment to the celebration.

SETUP: Food vendors will set up at 9:00 am. Other vendors and sponsors will set up at 10:00 am. Please check in 30 minutes before you set up. The GoLatino! Informational Booth will be located at the corner of East Lake St and 4th Avenue South in the southeast side of Lake Street. Our volunteers are responsible to set up your tent (If you bring your own tent, we may ask some volunteers to help you as well, but you will be responsible for setting up).

PICK UP: All vendors and sponsors need to start cleaning up at 7:00 p.m. We can not clean up before the celebration is over. Please do not leave unattended your tent, table or chairs. Please inform us that you are ready to go and we will take care of your tent, table and chairs.

CITY GUIDELINES: City guidelines prohibit us from setting up tents in front of fire hydrants, business doors in service, garage entrances, alleys etc. Please help us adhere to these rules and be respectful of your booth location.

NAME TAGS: At the time that you check in at the Informational Booth you will receive a name tag with your business name. This name tag will indicate to the police that you are located in the right location.

BOOTH LOCATION: You will be able to find the location of your booth by clicking the map button under the page of sponsor in our web page. The maps will be posted 5 days before the event

BOOTH DECORATIONS: We suggest that all of the booths should be beautifully decorated with Latino-American decorations.

COUPONS AND FLYERS: Your organizations have the right to distribute flyers and coupons throughout the celebration from your own organization. You cannot give away flyers or coupons from other businesses or organizations. You will not be able to distribute flyers beyond 5 meters of proper business.

CLEANING: We are responsible for the cleaning of your space, although we will be thankful if during the celebration you can use our public garbage cans to dispose the garbage. For carbon boxes, please just unfolded and leave them next your tent.

BEVERAGES: Only restaurants can sell beverages. No one else can give away or sell any kinds of drinks. We do not allow restaurant to sell drinks in glass containers or any kind of alcoholic drinks.

POWER: If you need power, please go to our VENDORS webpage and read the requirements for portable & temporary electrical power distribution. Unfortunately we cannot be responsible for your power but we are here to assist you. If you have any questions please contact Warren Sygulla at wsygulla@golatino.org

EMERGENCY: If you have any medical emergency throughout the celebration, please report it to one of the volunteers. Please keep in mind that the police cars are going to be located behind the music stages.

SECURITY: We will have 8 police officers from the Minneapolis Police Department and 14 security guards from TALON Investigations.

BANNERS: All of the banners have to be professionally designed and only display the information of your own business. You cannot advertise or promote other businesses or organizations.

FOOD COUPONS: According to your level of sponsorship you will receive some coupons for food that you will be able to exchange just the day of the celebration. All of the coupons are printed by GoLatino! and have print the name of the restaurant where you can exchange them. ****

VIP PARKING: According to your level of sponsorship you will receive some VIP parking passes. The passes will have a map of the parking lot and directions. Also in our web page under sponsors you will find the map. All day parking is just \$5.00 in case you would like more people from your organization to use the parking lot. ****

**** Food coupons and VIP parking passes are going to be mailed to you a week before the celebration****

NEED HELP? We are here to serve and support you. If you need our assistance during the celebration, please go to the Informational Booth, some one there will assist you.

*Thank you again for partnering with us
to serve the Latino Community in
Minnesota!*

