

JOLIET CITY CENTER PARTNERSHIP



BLACK JOY PARADE JOLIET

Start Time: 1:00 PM



**"CELEBRATING BLACK EXCELLENCE"
SATURDAY AUGUST 29, 2026**

Starting Location: Chicago St. & Benton St.

BLACK JOY PARADE JOLIET 2026

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APPLICATION AND APPROVAL PROCESS

2026 Black Joy Parade Joliet

Presented by: City of Joliet, City Center Partnership, East & Southeast Regional Alliance, our very active and dedicated neighbors, business owners, and local organizations.

We are planning a vibrant and uplifting celebration to honor culture, community, resilience, and the power of joy within the Black community. Each participant helps to create a celebratory atmosphere, ensuring the relaunch stands out as a special and unforgettable moment. If you are interested in joining this wonderful event, we encourage you to contact us as soon as possible. Slots will fill up quickly.

All completed applications will undergo an approval process. The parade committee will review the application for completeness and ensure the entry aligns with the purpose and values of the parade and community. Approved applicants will be notified by email within two weeks of the application submittal. After an approval is received, submit payment to Joliet City Center Partnership. The application deadline is: **July 15, 2026.**

COMPLETE REGISTRATION INFORMATION

Organization:		Contact Person:	
Address:		City:	
State:	Zip Code:	Email:	
Website:		Phone Number:	

Provide a brief description of your business/organization that can be used by announcers:

Parade Entry Description: include details about your entry including the total feet needed for line-up (50' max):

Will music be playing from your float/entry? Yes No Will a pet be included with your entry? Yes No

Parade Entry Fee (choose one)

\$250 (General Parade Entry) \$100 (Special Service Area Business) – see map

Email this form to info@jolietccp.com or mail this form to Joliet City Center Partnership
203 N. Ottawa St., Suite 100, Joliet, IL 60432. Call 815.774.6067 to submit payment.

Parade Line-up Information and Guidelines

Please share this information with all parade participants in your group.

- Parade capacity is limited to 50 individual entries.
- On site parade check-in is stationed at Jackson St. and Scott St.
- Parade lineup begins at **11:00 am on August 29, 2026.**
- Parade lineup is located at Chicago St. and Benton St.
- Each approved entry will receive an email prior to the parade.
- All entries must be pre-registered with a complete application form and designated fees paid.
- All paid and confirmed entries must check-in with the Registration Committee by **11:45am.**
- All entries must check-in on site to receive their number assignment and map line-up.
- Assigned numbers must be visible through the front passenger windshield.
- Maximum of 5 vehicles for car/vehicle club entries.
- Entries must not exceed 50 feet in length.
- Float rental is the sole responsibility of the applicant.
- Floats with children must have at least 2 adults riding on the float for the duration of the event.
- Music is encouraged for each entry; please indicate it on the application.
- Music must be appropriate for all ages. Volume must be adjustable.
- A fire extinguisher is required on each float in case of an emergency.
- No candy or materials may be thrown from parade floats, moving vehicles, or participants walking. Candy or materials should be placed in bags or handed to spectators.
- Walkers to be located on both sides of the floats passing out candy, brochures, or other items.
- Parade participants should not jump on or off moving vehicles during the parade.
- All decorations must be properly secured on your float. Extension cords must be secured on the float, and kept 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 leashed and under control at all times.
- Firearms and toy guns are prohibited, except for those used by the Color Guard or ROTC.
- Parade organizers may cancel the parade due to inclement or life-threatening weather.
- Parade entries will be canceled if payment is not received.
- The parade fee deadline is: **July 31, 2026.**
- **All parade fees are non-refundable.**

Application Submission:

- Email this form to info@joliectcp.com or mail to: Joliet City Center Partnership, 203 N. Ottawa Street, Suite 100, Joliet, IL 60432.
- Make checks payable to: Joliet City Center Partnership.
- Credit card payments are accepted via PayPal, a 3.6% usage fee will be applied (registrant must request an invoice).

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SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

\$15,000

- Exclusive branding in press releases, printing advertising, and digital campaigns.
- Premier parade placement.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- WJOL live interview.
- Company logo on flyers, banners, and event signage.
- 14 Days radio advertisement on WWHN Comfortable Radio
- MC opportunity alongside Black Joy Parade Joliet's MC.
- Exclusive recognition from event emcees throughout the event.
- Professional float in the parade.
- Designated 10x10 space, a table and 2 chairs during the City Square Celebration.

Excellence Sponsor

\$7,500

- Prominent logo placement on flyers, banners, and event signage.
- Recognition in press releases and media coverage.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- Business advertisement on WJOL.
- 10 Days radio advertisement on WWHN Comfortable Radio 1510AM & 101.5FM.
- Recognition from event emcees throughout the event.
- Entry in the parade with your company team or vehicle with prominent parade placement.
- Designated 10x10 space, a table and 2 chairs during the City Square Celebration.

Heritage Sponsor

\$5,000

- Company logo on flyers, banners, and event signage.
- Recognition in press releases and media coverage.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- 7 Days radio advertisement on WWHN Comfortable Radio 1510AM & 101.5FM
- Recognition as a sponsor on WJOL.
- Recognition from event emcees throughout the event.
- Entry in the parade with your company team or vehicle with preferred parade placement.
- Designated 10x10 space, a table and 2 chairs during the City Square Celebration.

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SPONSORSHIP OPPORTUNITIES

Unity Sponsor

\$2,500

- Company logo on flyers, banners, and event signage.
- Recognition in press releases and media coverage.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- 5 Days radio advertisement on WWHN Comfortable Radio 1510AM & 101.5FM.
- Recognition from event emcees throughout the event.
- Entry in the parade with your company team or vehicle with preferred parade placement.

Rhythm & Soul Sponsor

\$1,000

- Company logo included in select marketing materials.
- Recognition in press releases and media coverage.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- 3 Days radio advertisement on WWHN Comfortable Radio 1510AM & 101.5FM.
- Recognition from event emcees throughout the event.
- Entry in the parade with your company team or vehicle.

Impact Builder Sponsor

\$500

- Company logo on flyers, banners, and event signage.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- 1 Day radio advertisement on WWHN Comfortable Radio 1510AM & 101.5FM.
- Recognition from event emcees throughout the event.
- Entry in the parade with your company team or vehicle.

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SPONSORSHIP REGISTRATION

2026 Black Joy Parade Joliet

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We are planning a vibrant and uplifting celebration to honor culture, community, resilience, and the power of joy within the Black community. We are so excited to revive this parade, formerly known as the Black Pride Parade and last held in 2013. This is a collaborative event and open to the entire community. We look forward to you joining us to make this a great celebration.

COMPLETE SPONSORSHIP INFORMATION AND REMIT WITH PAYMENT

Business Name/Organization:

Contact Person:

Phone Number:

Email:

Website:

Provide a brief description of your business/organization that can be used by announcers:

Sponsorship Selection (choose one)

\$10,000 \$7,500 \$5,000 \$2,500 \$1,000 \$500

Payment Information:

Check (payable to: Joliet City Center Partnership)

Credit Card via PayPal, a 3.6% usage fee will be applied

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VENDOR OPPORTUNITIES

Kid's Activity Sponsor

\$1,250

- Company logo included in select marketing materials.
- Recognition in press releases and media coverage.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- 1 Day radio advertisement on WWHN Comfortable Radio 1510AM & 101.5FM.
- Booth at the City Square Celebration.
- Interactive opportunities for kids and families featuring sponsor branding.

Friend of the Parade Sponsor

\$500

- Company logo on flyers, banners, and event signage.
- Premier location within City Square.
- Social media exposure across platforms associated with the Black Joy Parade Joliet.
- Recognition as a sponsor on WWHN Comfortable Radio 1510AM & 101.5FM.
- Booth at the City Square Celebration.
- 4 spots available.

Food Truck Vendor

\$150

- All food trucks vendors will be located on Clinton Street in the City Square Celebration area.
- Food truck vendors must supply their own power source.
- A valid Will County food permit is required, the food truck vendor must obtain a permit.
- 4 spots available.

Retail & Resource Vendor

\$100

- Vendors are provided a designated 10x10 space within City Square for their setup.
- Vendors are responsible for supplying their own table, chairs, table linens.
- Vendors are responsible for specific equipment or materials needed for their vending space.
- Vendors will have access to the event space during designated setup and breakdown times.
- 20 spots available.

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VENDOR REGISTRATION

2026 City Square Celebration

Presented by: City of Joliet, City Center Partnership, East & Southeast Regional Alliance, our very active and dedicated neighbors, business owners, and local organizations.

We are planning a vibrant and uplifting celebration to honor culture, community, resilience, and the power of joy within the Black community. The City Square Celebration will be held after the parade and it's an opportunity for extended celebrations which will include a DJ, a band, line dancing, and a children's activity.

The City Square Celebration will take place in City Square from 2:30pm to 5:00pm.

COMPLETE VENDOR INFORMATION AND REMIT WITH PAYMENT

Business Name:

Contact Person:

Phone Number:

Email:

Website:

Provide a brief description of your business that can be used by announcers:

Vendor Selection (choose one)

\$1,250 \$500 \$150 \$100

Payment Information:

- Check (payable to: Joliet City Center Partnership)
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