

CULTURA FEST 2025
MULTICULTURAL
PARADE INFO. PACKET

CULTURA FEST 2025

400 Grand Avenue, Downtown South San Francisco, CA 94080

Saturday, August 23, 2025, 11:00 AM to 5:00 PM

CulturaFestOrg@gmail.com - 415.696.3000

Dear Valued Community Partner,

We invite you and your organization to participate in the Cultura Fest 2025 Multicultural Parade—a walking-only community parade that opens this year's Cultura Fest 2025: Celebrating Salvadoran and Latin American Heritage, Creativity, and Community festival in Downtown South San Francisco.

This parade is an opportunity to bring our cultures to the forefront—whether through traditional dress, music, banners, or simply showing up to walk together. It's a way to represent who we are, where we come from, and how we show up for each other as a community.

We're looking for local organizations, cultural groups, schools, and small businesses to join us in this celebration. No vehicles—just people walking with pride, side-by-side.

We also invite local storefronts to take part by decorating their windows or displays with items that reflect their cultural background. It's a simple but powerful way to bring visibility and recognition to the many identities that make up South City.

If your group would like to be part of this year's parade, please review the participation information in this packet or submit the online form [[LINK](#)] and submit your registration by **July 31, 2025**.

We hope to see you there.

Regards,

Layla Ouk (on behalf of The Cultura Fest Team)

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Multicultural Parade Information

EVENT DATE:	Saturday, August 23, 2025
LOCATION:	Downtown South San Francisco, 400 Grand Avenue (from Grand Ave and Maple Ave to Grand Ave and Spruce Ave), South San Francisco, CA 94080
TIME:	11:00 AM to 11:45 AM (parade only) The multicultural parade will kick-off Cultura Fest at 11:00 AM, and is anticipated to end at 11:45 AM, to move into the live entertainment portion of Cultura Fest.
CHECK-IN TIME:	9:00 AM to 9:30 AM on Saturday, August 23, 2025 <i>Parade participants check-in begins at 9:00 AM at All Souls School Parking Lot. All parade participants must be checked-in no later than 9:30 AM.</i>
CLEAN-UP TIME:	<i>Parade participants are responsible for cleaning up after themselves and sorting waste. Please use the waste stations (trash, recycling, compost) provided throughout the event to support environmental responsibility.</i>
FEE:	There is no fee to participate in the multicultural parade; however, we do require an approved registration form in order to participate. Donations are welcome.
PRIZE AWARD:	The participant with the most votes for unique apparel, costume, or decor earns a certificate, a gift valued at \$150, and ultimate bragging rights.
ATTIRE:	Please come prepared to join the excitement of the multicultural parade by wearing traditional attire and/or decorating your cart. Music is strongly encouraged.
DEADLINE:	Applications must be received by July 31, 2025. <u>NO EXCEPTIONS</u> <i>Only completed applications will be considered.</i>

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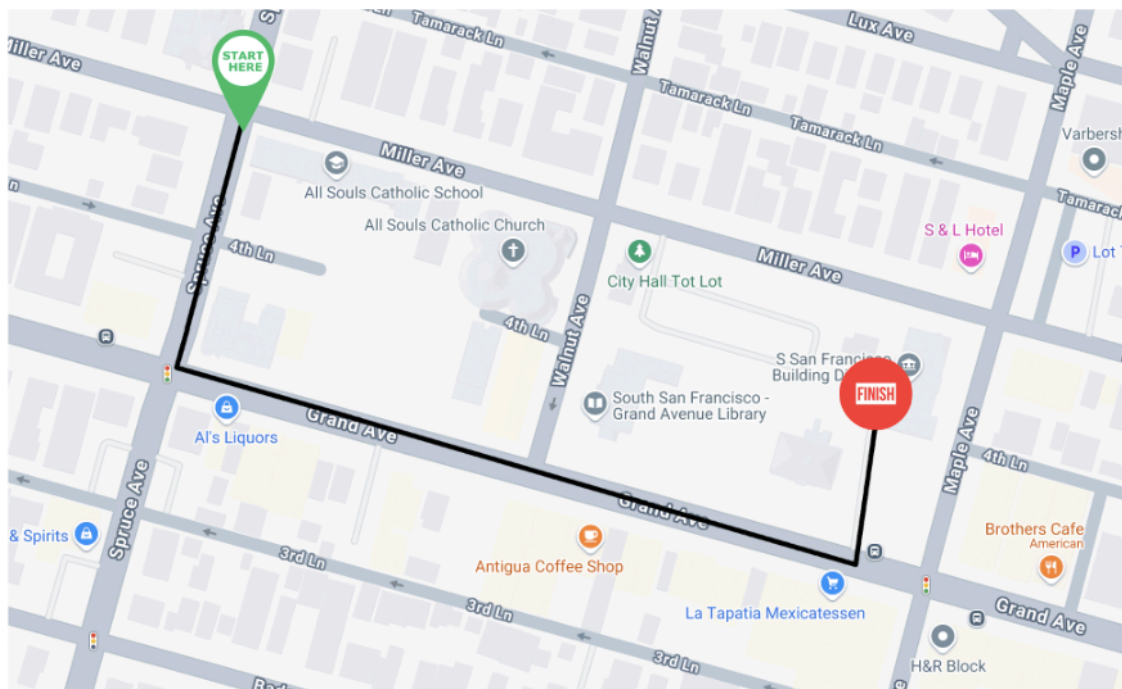
Parade Route

Join us for a vibrant walking-only multicultural parade that kicks off the annual Cultura Fest! The parade will celebrate the rich diversity of our community with colorful attire, music, and pride.

Parade Route:

From Spruce & Miller Avenue marching to Annex Rd behind City Hall, concluding near the Vibe Stage, where the energy continues with music and cultural performances.

CULTURA FEST 2025 PARADE ROUTE



Participation Guidelines:

- Walking parade only – **no vehicles allowed, push cart or wagon is acceptable**
- Wear traditional or culturally inspired clothing
- Carry banners, flags, or signs representing your organization and/or culture
- Perform (dance, chant, music) along the route if desired
- Have a decorated push cart or wagon (highly encouraged)

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Frequently Asked Questions

1. Who is eligible to participate?

We welcome local businesses, nonprofits, schools, cultural clubs, dance troupes, and community leaders to walk in the parade and represent their cultural roots with pride. We ask that each group represent their culture in a respectful and celebratory way.

2. Is there a fee to join the parade?

Parade participation is FREE,, but registration is required by July 1, 2025 to help us organize the lineup and ensure safety.

3. Can we bring a float or vehicle?

*This is a **walking-only parade**. Vehicles, trailers, and motorized floats are not permitted. Hand-held banners, signs, instruments, and push carts are allowed.*

4. What should we wear or bring?

We encourage participants to wear traditional clothing, bring cultural flags or signs, and, if possible, incorporate music, dance, or chants. Keep in mind you'll be walking about .3 miles.

5. What is the check-in time and location?

Check-in begins at **9:00 AM** at the **All Souls Catholic School parking lot**. You'll receive your group's position and a quick safety briefing.

6. Can children and youth participate?

Yes, families and youth groups are welcome. Children under 12 must be accompanied by an adult. To help with parade flow and safety, we ask that each group limits participation to 10 people or fewer per registration.

7. Can our business still get involved if we're not walking?

Yes! If you're located near the parade route, we invite you to decorate your storefront to reflect your cultural background. This helps create a festive and inclusive atmosphere for everyone.

8. What happens after the parade ends?

The parade ends at Annex Rd near the Vibe Stage, where the festival begins. Stick around to enjoy live entertainment, food, drinks, vendor marketplace, connect with the community, and celebrate the cultures we've all come together to represent. If you're also a vendor, your transition into the festival will be seamless.