




“Juneteenth – A Celebration of Love, Life and Freedom”

Dear 2025 Juneteenth Jubilee Parade Participant,

We are thrilled to invite you to take part in the **54th Annual Milwaukee Juneteenth Jubilee Parade!** This year’s theme, “**Juneteenth – A Celebration of Love, Life, and Freedom,**” honors the rich history, culture, and resilience of our community.

Join us for an unforgettable celebration featuring **vibrant floats, electrifying marching bands, dynamic dance teams, and an array of exciting activities!** Plus, faith-based, non-profit, community, and education organizations have the opportunity to compete for **monetary awards** in the float, dance, and marching band competition. Don’t forget to check off your category on the application!

 **Event Date:** Thursday, June 19, 2025

 **Registration Deadline:** Sunday, May 18, 2025

 **Parade Information Meeting:** Friday, June 6, 2025

We are also excited to announce that **Northcott Neighborhood House and TMJ4 are partnering again to bring live coverage of the parade!** Tune in or invite your friends and family to watch the celebration live on **TMJ4 starting at 9:00 AM** as we showcase the energy, culture, and community spirit of Juneteenth!

Sponsorship Opportunities Available!

We are currently looking for additional sponsors to help make this year’s parade bigger and better than ever. If you or your organization are interested in **becoming a sponsor**, please reach out to our Juneteenth President, **Mr. Tony Kearney** at tkearney@northcotthouse.org. Your support will help us continue to uplift and celebrate our community!

Let’s make history together! Thank you in advance for your participation—we can’t wait to celebrate with you!

Register Today & Secure Your Spot!

Warm regards,

Tony A. Kearney, Sr.
Juneteenth President & Northcott Neighborhood
House Executive Director

George Akpan & Nicole Goins
Juneteenth Jubilee Parade Co-Chairpersons



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54th Annual Juneteenth Jubilee Parade Application & Participation Agreement

Northcott Neighborhood House and TMJ4 are partnering for live coverage of the 54th Annual Juneteenth Jubilee Parade on Thursday, June 19, 2025. Coverage begins at 9:00 am.

(As a participant you must have a signed parade application & agreement on file. Also, a representative must attend the parade training/information session on Friday June 6, 2025).

- 2025 Entry fee: \$54– please make payments online and/or checks payable to: Northcott Neighborhood House
 - To pay online go to website juneteenthmilwaukee.com and click on "Jubilee Parade" from the navigation or homepage. You will have the option to download the PDF application or complete the payment and submit the application online via Square.
- Application & Participant Agreement deadline is **May 18, 2025.**
 - Application Completion: Please complete the application, pay the entry fee and return to Northcott Neighborhood House or parade@northcotthouse.org (**No Refunds**).

(Inappropriate behavior, comments and/or attire are strictly prohibited.)

Organization:		
Categories: <input type="checkbox"/> Non-Profit <input type="checkbox"/> For Profit <input type="checkbox"/> Faith Based <input type="checkbox"/> Education <input type="checkbox"/> Community <input type="checkbox"/> Other		
Address:		
City:	State:	Zip Code:
Contact Person:	Phone Number:	Email:

Parade Entry Type: (Please check one)

- Car
 Choir
 Dance/Drill
 Float
 Horse Riders
 Marching Band
 Motorcycle
 Other

I, _____ (your name) hereby agree to indemnify and hold harmless the Northcott Neighborhood House, 2460 N. 6th Street, Milwaukee, Wisconsin 53212 and, its agents, volunteers and officers from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to my participation in said activity, whether caused by negligence of Parade/Releaser or otherwise. I understand that the Northcott Neighborhood House does not provide any insurance coverage for vendor participants for any circumstances arising from their participation in this event or any activity associated with or facilitating that participation. I agree to abide by all of the 54th Annual Juneteenth Jubilee Parade Rules, once this application and agreement are signed, please keep a copy of all signed documents for future reference. I certify that I am authorized by being a participating unit to sign this Juneteenth Jubilee Parade Application and Participation Agreement on its behalf and on behalf of its members and those participating in the parade within this Participation Agreement.

Name (Printed): _____ Title: _____
 Signature: _____ Date: _____



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54th Annual Juneteenth Jubilee Parade Rules

Float Inspection 7:00 AM	Parade Line Up 8:00 AM	Parade Start Time 9:00 AM
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- All participants must attend a training and orientation meeting on Friday June 6, 2025.
- An Application, Parade Entry Description and Participation Agreement (included with this packet) must be submitted.
- The 54th Annual Juneteenth Jubilee Parade will be shown live on TMJ4, please make sure you completely fill out the description of your parade entry in the packet.
- **EACH VEHICLE IN THE PARADE MUST BE REGISTERED AS A PARADE UNIT; NO EXCEPTIONS.**
- Faith-based, non-profit, community, and education organizations are eligible for monetary awards in the float, dance, and marching band competition. Please make sure you check off the category on the application. (**Note: Large businesses and corporations will not be considered for monetary prizes)
- For the safety of parade goers, candy and/or novelty items must be distributed in a bag.
- **ALCOHOLIC BEVERAGES OR THE USE OF ILLEGAL OR NON-PRESCRIBED DRUGS ARE NOT ALLOWED.**
- Participants are responsible for ensuring that every part of the float is secure.
- **Items prohibited on floats or trucks/cars include, fire, live animals, smoke machines, dry ice, firearms, and explosives.**
- The Juneteenth Parade Committee will be inspecting the floats the day of the parade to ensure safety requirements are met.
- Northcott Neighborhood House, the Juneteenth Planning Committee, and TMJ4 reserves all rights to record and reproduce video, audio, music, and digital images of the parade event for both publication and unrestricted distribution.



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54th Annual Juneteenth Jubilee Parade Judging Competition

- Judges will be at the grandstand located at the intersection of Dr. Martin L. King, Jr. Drive & Ring Street.
- Judging will be based on the following:
 - **Theme integration**
 - **Originality/creativity**
 - **Overall appearance**
- Each unit will be judged separately
- Contest winners will be announced on Monday June 23, 2025
- Prizes can be picked up on Tuesday, June 24, 2025, at Northcott Neighborhood House



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54th Annual Juneteenth Jubilee Parade Entry Description

Information will be used on TMJ4 broadcast

Name of Parade Entry:

Brief history and year organization was established:

Notable names in parade entry:

1. _____
2. _____
3. _____
4. _____

Three Facts About Your Organization or Group:

1. _____
2. _____
3. _____

Website or social media account: _____