THE CITY OF SAN FERNANDO

SUPPLEMENTAL ITEM NO. 12
AGENDA REPORT

To: Mayor Victoria Garcia and Councilmembers

From: Vice Mayor Patty Lopez

Date: September 21, 2026

Subject: San Fernando Christmas Parade 2026 Project Update

RECOMMENDATION:

Subsequent to the preparation of the staff report, staff received correspondence regarding additional information to present to the City Council, an updated "Sponsors" flyer (Attachment "A") and an "Official Participation Registration Application" form (Attachment "B").

It is recommended that the City Council receive and file the correspondence.

ATTACHMENTS:

A. Update Sponsor Flyer
B. Official Participation Registration Application form

REVIEW: ☒ City Clerk ☒ Director of Admin. Services ☒ City Manager

SPONSORS

Sylmar Hispanic Chamber of Commerce
Cámara de Comercio Hispana de Sylmar

BOSS LADIES!
SHE MEANS BUSINESS
BUILD | GROW | SCALE | LEAD

Mujeres Alfa Internacional
EST. 2021

Voces de Mañana

La Voz De los Inmigrantes

BR
BRENDA REYES
TAX ADVISORY

San Fernando Police Officers Association

TPG+
leading them to HIS presence

NP
NEGOCIOS CON PROPOSITO

LA PODEROSA TV
EN Roku Channel

PACUSD
RADIO ENTERTAINMENT

FM 98
LA PODEROSA
de HOLLYWOOD



ILN IMPACT
LEADERSHIP NETWORK
GISELA MENJIVAR
ASESORA DE FINANZAS

Periódico Lideres
NOTICIAS LÍDERES | WWW.LIDERESNEWS.COM | LOS ANGELES, CALIFORNIA

POWER MEDIA SERVICES
GIVING YOUR BUSINESS THE RIGHT DIRECTION

Radio Picardia Internacional

EMPRENDE
Academia de Capacitación y Formación

San Fernando Christmas Parade

SATURDAY
19 DECEMBER 2026

4:00 PM
TO 8:00 PM

SAN FERNANDO MALL
SAN FERNANDO, CA

TOGETHER WE BUILD A STRONGER COMMUNITY

Your Support Makes the Difference!

ATTACHMENT "B"

NONPROFIT ORGANIZATION 501(C)(3)
CELIA RIVAS, FOUNDER • EIN 86-3860315 • ENTITY #4733732
3029 E Florence Ave, Huntington Park, CA 90255
EMPRENDE PHONE: (323) 949-0427

EMPRENDE
Academia de Capacitación y Formación

SAN FERNANDO CHRISTMAS PARADE 2026

OFFICIAL PARTICIPATION FORM

PARTICIPANT REGISTRATION APPLICATION

DATE	TIME	LOCATION
Saturday, December 19, 2026	04:00 p.m. – 6:00 p.m.	San Fernando Mall, San Fernando, CA

Organization name:			
Participant/representative:			
Address:			
City:		State	ZIP code:
Email:			
Phone:		Mobile:	

Send the completed form to: emprendeformacionedu@gmail.com

We will participate with:	☐ Float	☐ Decorated vehicle	☐ Walking group
☐ Musical band	☐ Folkloric group/dancers	☐ Organization/business	☐ Other:

Description of participating group:

TERMS AND CONDITIONS

By signing this form, the participant or representative confirms that they understand and accept the following:
1. Follow all participation and safety rules, the schedule and route, and all instructions given by parade coordinators.
2. Maintain respectful consent appropriate for a family and community event throughout the group's participation.
3. Accept responsibility for supervising the group, vehicles, equipment and belongings, and for any damage caused by its members.

Note: Participation is subject to review and confirmation by the event organizers.

DONATION / PARTICIPATION PAYMENT

☐ Check payable to EMPRENDE	ZELLE (323) 949-0427	Amount: $
Check: write EMPRENDE as the payee	Zelle payment to EMPRENDE	Payment date: _____

REPRESENTATIVE SIGNATURE AND INFORMATION

Signature:	
Printed name:	
Date:	

FOR MORE INFORMATION

CELIA RIVAS / EMPRENDE: (323) 949-0427 • DOLORES RODRÍGUEZ, EVENT COORDINATOR: (818) 744-9567 • (661) 502-7997