

**SAN JOSÉ, CA**  
**Cinco De Mayo 2026**  
**Guidelines for Businesses Participating**

1. **Showcase Your Brand:** Display your business's identity proudly with banners, flags, or signage. Use eye-catching visuals and branding elements to attract attention from attendees.
2. **Offer Promotions:** Take advantage of the increased foot traffic by offering special promotions or discounts to parade attendees. Consider distributing coupons, flyers, or promotional materials to encourage patronage.
3. **Engage with attendees:** Interact with attendees by waving, smiling, and engaging in conversation. Show your appreciation for their support and enthusiasm by acknowledging their presence throughout the day.
4. **Maintain Accessibility:** Ensure that your business remains accessible to customers during the parade. Communicate any changes to operating hours or access points in advance to minimize inconvenience.
5. **Promote Community Engagement:** Embrace the spirit of community by participating in festival-related activities or initiatives. Consider hosting a sidewalk sale, sponsoring a festival-related event, or organizing a themed promotion to further engage with the community.
6. **Collaborate with Other Businesses:** Explore opportunities for collaboration with neighboring businesses along the parade route. Coordinate joint promotions, themed decorations, or cross-promotional efforts to enhance the overall experience for attendees.
7. **Promote Safety:** Prioritize the safety of parade attendees and participants by ensuring that your business's activities do not pose any hazards or risks. Maintain clear pathways, provide adequate lighting, and address any potential safety concerns proactively.
8. **Celebrate Cinco de Mayo:** Embrace the festive spirit of Cinco de Mayo and celebrate Mexican culture and heritage along with parade attendees. Consider incorporating themed decorations, music, or entertainment to enhance the festive atmosphere along the parade route.

By following these guidelines, businesses participating can contribute to a vibrant, engaging, and memorable Cinco de Mayo celebration for the entire community.

Cinco De Mayo Organizers  
Lighthouse of Hope Counseling Center  
Mar 5, 2026