EQUIS PICA POLLO & CRUNCHI L' CHICHARRONERIA · 2026 · PARADE FLOAT · STREET ACTIVATION

Equis Pica Pollo & Crunchi L' Chicharroneria

Dominican Day Parade 2026



Equis Pica Pollo and Crunchi L' Chicharroneria sponsored LMP's float at the National Dominican Day Parade on Sunday 9 August 2026, on Sixth Avenue in Manhattan — one of the biggest days in the Dominican calendar.

LMP ran the float, the music and the show, with Yenddi performing live; the two brands rode on its banners and kept the crowd fed along the route.

Printed from iamlmp.com/advertise/campaigns/dominican-day-parade-2026/ on November 11, 2026 at 5:18 PM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Ran a branded float at the National Dominican Day Parade, with Equis Pica Pollo and Crunchi L' Chicharroneria on its banners beside LMP
- Brought Yenddi to perform live at the parade
- Put LMP DJs on the music for the day — Gaby Fusion and DJ Chris on the decks
  140 DJs on the roster today
- Kept the crowd fed along the route with the sponsors' food

- Announced it on LMP's Instagram three days before, with both sponsors on the flyer

  32,000+ Instagram followers today

- Shared it on LMP's DJ Discord, IAMLMP DJs

  665 members today

The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

5,161

views of LMP's parade announcement on Instagram

Seen by 2,711 accounts, from Instagram's own insights.

SEPT 2026

See the post on Instagram ↗

LMP's parade post on Instagram ↗ | Equis Pica Pollo's parade reel ↗

From Equis Pica Pollo's own account

Equis Pica Pollo's public reel from the parade, for context. It is their post and their audience — linked to its source.

- Equis Pica Pollo's own parade reel: 39,519 views on Instagram (Sept 2026) Instagram

From the campaign



On and around the float: Gaby Fusion on the decks under the Equis and Crunchi banners, the dancers and the crowd — 9 August 2026.



The crowd along the route — 9 August 2026.



The float's banner: LMP, Equis and Crunchi — 9 August 2026.



The LMP banner on the float — 9 August 2026.



LMP's announcement on Instagram — 6 August 2026.

Run one with us

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