



**Three Kings Day Celebration
Parade School Banner Contest 2026
Guidelines**

The objective of the Three Kings Day Parade School Banner Contest 2026 is to engage K-12 schools in celebrating the rich cultural and historical significance of Three Kings Day.

This year's theme, *¡Pa'lante, Siempre Pa'lante!* ("Forward, Always Forward!"), honors the Young Lords—a 1960s Puerto Rican activist group that championed social justice, community empowerment, and cultural pride—and celebrates East Harlem's enduring spirit of resistance and mutual care.

Through designing and creating banners, students will:

1. Gain a deeper understanding of the traditions and history associated with Three Kings Day.
2. Promote school spirit by showcasing their school pride and collaborative efforts in a public setting.
3. Develop and display their artistic talents through banner design.
4. Experience the joy of friendly competition and recognition for their creative efforts.

By participating, schools and students contribute to the vibrancy and success of the parade, making it a memorable and meaningful celebration for all involved. But most importantly, this year there's a prize!

1. Eligibility:

- Open to all K-12 schools registered to participate in the Three Kings Day Parade on Tuesday, January 6, 2026, organized by El Museo del Barrio.
- Each school is allowed to submit **one** banner entry.

2. Banner Design Guidelines:

- New designs should be submitted; please do not recycle banners used in previous years.
- The design should reflect the theme of the Three Kings Day celebration, *¡Pa'lante, Siempre Pa'lante!* ("Forward, Always Forward!"), honoring **The Young Lords' legacy of resistance and mutual care** as well as other traditional elements associated with the holiday.
- Banners must include the school's name clearly visible in the design and the academic year.
- Banners should be made of durable materials suitable for outdoor display.

212-831-7272

Info@elmuseo.org

1230 Fifth Avenue
at 104th Street
New York, NY, 10029



- We suggest adding a rod to stabilize it for the wind and to ease carrying the banner during the parade.
- Please be aware that it can get windy. Consider adding an air/wind vent.

Materials can be provided on a limited, first-come, first-served basis for schools in need. For more information or assistance, please reach out to threekings@elmuseo.org.

3. Submission Guidelines:

- **Please submit a photo, a title, and a brief description of your banner (no more than 150 words) [here](#) by December 23, 2025 by 11:59pm EST** (this is the last day of school before winter break).
- The physical banner must be brought to the parade on the day of the event.

4. Judging Criteria: The banners will be judged by members of El Museo's Three Kings Day Steering Committee and Museum leadership using the criteria below. The winning school will be contacted no later than January 5, 2026.

- Creativity and Originality: How unique and original is the banner design?
- Relevance to Theme: How well does the banner reflect the Three Kings Day theme and cultural elements of the tradition?
- Craftsmanship: Quality and neatness of the construction.
- Presentation: Overall visual impact and clarity of the message.

5. Parade Participation:

- All participating schools in the banner contest must carry their banners during the parade on Tuesday, January 6, 2026.
- Each school should ensure the banner is held securely and displayed prominently during the march.

6. Prizes:

- The winning class of the Banner Contest will enjoy the honor of leading the parade in the first spot designated for schools, proudly displaying their artwork. The winning classroom will also receive a bundle of art supplies from El Museo, as well as a special gift for their teacher. This is a unique chance to celebrate creativity and be at the forefront of the festivities!

General Conditions:

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- By participating, schools agree to allow El Museo del Barrio to use photos and descriptions of their banners for educational and promotional purposes.
- Decisions of the judges are final and binding in all respects.

9. Contact Information:

- For any questions or concerns, please contact threekings@elmuseo.org.

We look forward to seeing the creative and vibrant banners your schools will create to celebrate this wonderful cultural tradition!

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