



SONOMA COUNTY PRIDE

Sonoma County Pride Celebration – June 2, 2018

Parade Registration, Terms and Conditions

Fourth Street, Santa Rosa, CA

TOGETHER WE RISE

Thank you for joining us for our 31st annual Pride Celebration event, the first in our new location. Please read all of these pages carefully. To ensure a safe and enjoyable parade experience for participants and spectators, the rules and regulations herein will be strictly enforced.

This year's theme is **Together We Rise**. Since the election many in our community feel threatened by the hateful rhetoric and policies of the current national political leadership. Also the recent tragic fires have brought trauma and dislocation to many. This year's theme is about joining together to resist bigotry and discrimination and helping our community heal and rebuild.

Parade participants are encouraged to design their unit to show that **Together We Rise**.

APPLICATION FEES AND DEADLINES

Parade entries are available in the following categories:

Category	Description	By April 22	After April 22
Individual Unit	One Car, Motorcycle or Self-Propelled Unit	\$25	\$50
Non-Profit, Political & Social Units	Non-Commercial Groups	\$50	\$75
Musical Unit	Bands, Drummers, Other Musical Units	\$50	\$75
Commercial Unit	Business Units	\$100	\$150
Car and Motorcycle Unit	Not to Exceed 4 in Unit	\$100	\$150
Self-Propelled Unit	Unicycles, Bicycles and Tricycles	\$100	\$150
Decorated Vehicle	20' Max, i.e. Auto/Pick-up	\$100	\$150
Decorated Float	Maximum Size: 10'w x 60'l x 13'h	\$150	\$200

- No registrations will be accepted after **Friday, May 18, 2018**.
 - Online Registration is available at www.SonomaCountyPride.org/Parade.
 - Mail-in Registration is also available by downloading the application from the website.
 - Vehicular entries must include the signed Limitation of Liability, Indemnity and Release form and include a copy of proof of vehicle liability insurance when they mail in their registration.
- Submission of application and payment constitutes agreement to follow all terms and conditions listed below.
- The deadline for entries at the Early-Bird special rate is, Friday, April 22, 2018. Late entries or late completion of initial entry information is permitted, at increased fees, by Friday, May 18, 2018. No entries will be accepted after that.
- In the event more entries are received than can be presented in the parade, Sonoma County Pride (hereafter SCP) reserves the right to close registration for entries early to ensure an efficient and manageable event.

- Entry fees are not refundable after Friday, May 18, 2018. Cancellation and a request for refund from the parade committee must be requested by that date via email at Parade@SonomaCountyPride.org.
- The SCP parade is a rain or shine event. All units must be prepared for rain or sun and heat. Unless the SCP cancels the parade, all units will be expected to perform and no entry fees will be refunded.
- Upon receipt of your application, the parade committee will email an acknowledgement notice, indicating whether further information is needed.
- All vehicular entries are required to submit the Limitation of Liability, Indemnity and Release form and proof of insurance via email or postal service by May, 25, 2018. All requested information must be provided. *Insurance documentation is required for all motorized vehicles and must be available for inspection by parade officials prior to placement into the lineup.*
- All entrants must conform to the description stated on their application. Any changes must be submitted in writing with a copy of your Entry Application. No changes will be allowed after Friday, May 18, 2018. The Parade Committee reserves the right to re-classify applicants.
- Separate units that wish to be grouped together in the parade, MUST submit their own application and indicate on their application what unit they want to be grouped with. All parties wishing to be grouped together must note it on each of their respective applications. We will attempt to fulfill your request, but cannot guarantee it.
- Any unit (individual or group) entering the parade without pre-registering will be removed immediately.
- Parade information packets will be emailed to the primary contacts approximately May 25th. You will be sent a Parade Route map, your unit assignment, your parade number and staging time. Please arrange to communicate this to your group prior to parade day.

GENERAL RULES FOR ALL ENTRIES:

- *Please be kind to our volunteers.* Parade volunteers are trained to provide your safety and ensure the success of the parade. You must listen to their instructions.
- All units must check-in between 10:00am and 11:30am. Check-in will take place at Fremont Park located on Hope Street (between Fourth and Fifth Street) on Saturday June 2, 2018. All units must be in their assigned lineup position in the staging area NO LATER than 11:30am.
- THE PARADE STARTS PROMPTLY at 12:00pm. Late arrivals will be re-positioned and/or excluded from the Parade.
- A Group leader for each contingent must be available at all times during staging.
- ALL units must be ready to move on cue or the next unit will proceed. The delayed unit will proceed only at the next convenient time as determined by SCP parade officials.
- City regulations prohibit distribution of written material. All entries are prohibited from passing out any written materials, such as pamphlets, leaflets or flyers.
- All amplification systems must be noted on application and approved by the Parade Committee.
- The SCP parade is a family event; all state and local ordinances regarding nudity and obscenity will be strictly enforced. No indecent exposure of private body parts is allowed.
- All materials deemed offensive by SCP, at its sole discretion, will not be permitted to be sold or displayed at the parade or anywhere within the SCP event.
- All parade participants are expected to behave themselves in a civilized manner at all times.
- No alcohol is to be carried or consumed at staging or on the parade route.
- Children and pets in your group, participating in the Parade are your responsibility. Make sure to keep children and pets monitored and safe at all time. Pets must be accompanied and on the leash at all times. Entrants are responsible for all pet wastes along parade route and in staging and disbanding areas.
- Horses, livestock, reptiles, wild and domestic animals shall not be in the parade without specific written approval by the Parade Committee.
- LIMITATIONS: Only one motor vehicle per entry is permitted, except car and motorcycle clubs who may have up to 4 motor vehicles per entry and self-propelled groups may have up to 10 self-propelled vehicles per entry. Marching groups are limited to 50 participants.
- The maximum size of a float is 10 feet wide (8 1/2 feet will fit in a traffic lane to drive to the parade), 60 feet long, and 13 feet high. Traffic lights and signs overhang the route; care should be taken not to exceed height limit. No persons will be permitted on floats that are not noted on the entry form. A maximum of 24

walkers may accompany any float.

- ALL entries are required to abide by the rules and regulations as established by Sonoma County Pride (SCP) and by the laws of the City of Santa Rosa and of the State of California and both entity vehicle codes. Violators are subject to citation and/or possible removal from the parade route.
- Neither SCP, The City of Santa Rosa nor any of its officers, agents, volunteers, employees, independent contractors or other representatives shall be held liable for, and they are expressly released from, liability for any damage, loss, harm or injury to the person or property of exhibitor or any of its officers, agents, volunteers, employees, independent contractors or other representatives, resulting from theft, fire, water, accident or any other cause.
- Parade participants shall indemnify, defend and hold harmless SCP and any of its officers, agents, volunteers, employees, independent contractors or other representatives (i) from and against any and all claims arising from any acts, failures to act, or negligence of parade applicant or any of its officers, agents, volunteers, employees, independent contractors or other representatives, (ii) from and against any and all claims arising from the breach of, or default in the performance of any obligation on participant's part to be performed under, these terms and conditions, and (iii) from and against all costs, attorney's fees, expenses, and liabilities incurred in the defense of any such claim or any action.
- Under no circumstances shall SCP be liable for consequential, indirect, special or punitive damages of any kind, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, loss of entrance in parade, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability, or otherwise.

SAFETY RULES FOR ALL ENTRIES:

- Parade participants MAY NOT THROW any item or items from their unit, float or auto. Costumed out-walkers may distribute appropriate items such as product samples, to the audience at the curb, but should not encourage the audience to leave the curb or move into the street.
- Parade participants may not jump onto or off of any float or moving vehicle and may not interfere with any other unit in the parade.
- Police and Fire Department traffic lanes must be kept open at all times. The law forbids parking vehicles, decorating units, practicing marching routines, and/or forming a waiting group in these lanes.
- Drivers of any and all vehicles in the parade must have a valid driver's license and be at least 18 years of age. All motorized vehicles must submit proof of liability insurance and signed Limitation of Liability, Indemnity and Release form by May 25, 2018.
- Alcoholic beverages are forbidden on any float, in any vehicle, or on the person of any participant. Participants consuming alcohol prior to or during the parade will be removed from the line-up.
- Floats must have hand-holds or barriers to secure riders in the event of sudden stops or starts, chairs or seating must be secured in such a manner they are safe.
- Floats must be constructed of fire safe materials and must carry fire extinguishers with a minimum rating of 2-A, 10-B:C on the float in the parade.
- All individuals on self-propelled and motorized vehicles must wear helmets as the law requires.
- SCP reserves the right to remove any/or all person(s) from any float or vehicular unit which it determines to be overcrowded to such an extent that the unit may break down or cause injury to participants.
- Contingents participating with vehicles MUST make sure to have a designated driver by the vehicle at all times. Vehicles without an available driver can be deemed abandoned and be might be towed away.
- Any motorized unit which becomes disabled and delays the Parade will be removed from the Parade route by SCP. Towing expenses for any unit that breaks down will be at the applicant's expense.
- All applicants are responsible for any and all acts and/or omissions on their part, or on the part of their agents and/or employees, which may result in injury or damage to themselves or third parties. Applicant specifically agrees to hold SCP free and harmless from any and all claims arising out of any such act or omission.
- SCP reserves the right to remove any person or unit from the Pre-Parade staging area or the Parade deemed to be offensive and/or a hindrance to the progress of the Parade, or places other participants and/or spectators in physical danger, or violates any of the regulations set forth in this application. (Including Nudity and Intoxication)

PARADE ROUTE, CHECK-IN, STAGING AREA AND DISBANDMENT AREAS



Judging Criteria and Awards

- Judges will be selected from the community by the Parade committee.
- Each unit will be judged on its overall presentation and the judges' decision will be final.
- Awards will be granted to three places in each judging category.
- Performances in the parade are only allowed at the Judges stand (On Fourth Street at E Street) with a limit of one (1) minute. Stopping the parade to perform in other areas of the parade may result in being pulled from the parade lineup without refund.
- The awards will be presented on the Festival Stage at 3:00pm, June 2, 2018. If the winner is not present the award will be held by the parade committee and the winner contacted to receive their award.

Judging Categories:

- Best Use of Pride Theme: *Together We Rise*
- Most Creative & Original
- Best Overall

Awards in each category:

- First: Pride Disco Ball Trophy
- Second: Pink Rotating Star Trophy
- Third: Award Plaque



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PARADE APPLICATION FORM

Saturday, June 2, Step-Off at 12:00pm: Applications must be received by May 18, 2018

Organization/Business Name: _____

Primary Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: (____)____-____ Contact Email: _____

Onsite Parade Group Leader Name (if different): _____

Group Leader Phone: (____)____-____ Email: _____

Type of Entry - See Fee Chart for Category descriptions:

Individual Unit		Number of People:	1
Non-Profit, Political & Social Units		Number of People:	
Musical Unit		Number of People:	
Commercial Unit		Number of People:	
Car and Motorcycle Unit		Number of People:	
Self-Propelled Unit		Number of People:	
Decorated Vehicle		Number of People:	
Decorated Float		Number of People:	

Please Describe your Entry in Detail:

Will your Entry have sound or music? Describe your music:

☐ None ☐ Live – Unamplified ☐ Recorded

Amplified Music Volume: ☐ Quiet background ☐ Medium ☐ Loud ☐ Very Loud

If you would like to be placed next to another entry, please provide their name in the space below:



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PARADE ANNOUNCER'S SHEET

Due with Application

Organization/Business Name: _____

To assist our Parade announcers in properly introducing your entry in our Parade, please take a moment to tell us about your business/organization and any special features of your entry or information you want spectators to know about your entry.

Please make sure that it is no longer than 30 seconds (100-150 words). We will do our best with the information you provide, however we cannot guarantee that everything you write here will be announced.

Thank you for your cooperation.

What I want the announcer to say about my unit (please print legibly)

Will there be any celebrities/politicians in your unit? _____

If so, please provide their names and titles:

SONOMA COUNTY PRIDE PARADE FEES

Category	Description	By April 22	After April 22
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Decorated Vehicle	20' Max, i.e. Auto/Pick-up	\$100	\$150
Decorated Float	Maximum Size: 10'w x 60'l x 13'h	\$150	\$200

Total Enclosed: \$ _____

I have read and agree to all terms and conditions put forth in the Sonoma County Pride Rules & Regulations.

Signature: _____ Date: _____

Payment is accepted by check, money order or credit card.

Payment must accompany completed application. Incomplete applications for without payment will not be processed. The parade committee will send an acknowledgment email to the Primary contact upon receipt.

To register and pay online please visit www.SonomaCountyPride.org/Parade/ or use the form below to pay by credit card.

Credit Card Information

Card Type: ☐ MasterCard ☐ VISA ☐ Discover ☐ AMEX

Cardholder Name (as shown on card): _____

Card Number: _____

Expiration Date (mm/yy): _____

Cardholder ZIP Code (from credit card billing address): _____

MAIL APPLICATION TO:

**SCP PARADE REGISTRATION
PO BOX 2017
GUERNEVILLE, CA 95446**



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LIMITATION OF LIABILITY, INDEMNITY AND RELEASE

All units that include a vehicle must sign and submit this release with their application. No such unit will be allowed into the parade lineup without this release on file with the parade committee.

- A. Neither Sonoma County Pride, The City of Santa Rosa nor any of its officers, agents, volunteers, employees, independent contractors or other representatives shall be held liable for, and they are expressly released from, liability for any damage, loss, harm or injury to the person or property of exhibitor or any of its officers, agents, volunteers, employees, independent contractors or other representatives, resulting from theft, fire, water, accident or any other cause.
- B. Parade entries shall indemnify, defend and hold harmless Sonoma County Pride and any of its officers, agents, volunteers, employees, independent contractors or other representatives (i) from and against any and all claims arising from any acts, failures to act, or negligence of parade applicant or any of its officers, agents, volunteers, employees, independent contractors or other representatives, (ii) from and against any and all claims arising from the breach of, or default in the performance of any obligation on exhibitor's part to be performed under, these terms and conditions, and (iii) from and against all costs, attorney's fees, expenses, and liabilities incurred in the defense of any such claim or any action.
- C. All entries/participant displays, products, equipment, furniture and furnishings that are placed on the parade route are at the sole risk of the participant, and Sonoma County Pride will not assume any responsibility for the loss or damage to the participant's property.
- D. Under no circumstances shall Sonoma County Pride be liable for consequential, indirect, special or punitive damages of any kind, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, loss of entrance in parade, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability, or otherwise.
- E. Parade entries hereby agrees that Sonoma County Pride shall not be liable for any injury to participants, and any of its officers, agents, volunteers, employees, independent contractors or other representatives (collectively, "Releaser"), or any loss of income there from.

Organization Name

Signature and Date

Title

MAIL RELEASE TO:
SCP PARADE REGISTRATION
PO BOX 2017
GUERNEVILLE, CA 95446



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PARADE APPLICATION CHECKLIST

- ☐ Application completed (online or mail-in PDF)

 - ☐ Parade Announcer's Sheet Completed

 - ☐ Payment Made Online by Credit Card (online registration) / Check, Money Order or Credit Card Payment Included with Mail-In Application

 - ☐ Entries with Vehicle(s): Submitted signed copy of Limitation of Liability, Indemnity and Release and Copy of Valid Vehicle Liability Insurance
-

We look forward to seeing you and your *fabulous* entry on Parade Day!

For any questions you may have, please email the Parade Committee at:

Parade@SonomaCountyPride.org