2009
PARADE APPLICATION

Parade Dates: Friday, December 4 at 8:00 p.m.
and Saturday, December 5 at 6:00 p.m.

Application Deadline: Monday, October 12, 2009

DOWNTOWN DENVER— The 9News Parade of Lights, presented by American Furniture Warehouse and Downtown Denver Partnership has dazzled more than 375,000 people annually since 1975 in a highly anticipated celebration of the season. On Friday, December 4th at 8:00 p.m., and Saturday, December 5th at 6:00 p.m., viewers will delight in giant balloons, brilliantly lit floats, high school marching bands, beautiful horse drawn carriages, and entertaining performances by a number of talented participants. Admission along the two-mile parade route is free. The parade starts at Denver's City & County Building at 14th Avenue and Bannock Street and continues to Tremont Place, 17th Street, Arapahoe Street and 15th Street.

The Parade of Lights is an entertainment event, designed to appeal to families and to bring the community together. The parade will not be the forum for intolerance or political messages. As a component of the parade, some of the parade units will honor the religious significance of the holiday season and the cultural and ethnic diversity of the community. As the parade producer, Downtown Denver Events will make decisions at its sole discretion as to the content, design and participants selected to appear in the parade.

HOW TO APPLY:

1. **Read and sign the Participant Rules and Regulations (page 5)**
2. **Complete ALL required information on the following three pages (pages 2-4)**
3. **Send your completed application, a signed copy of the Participant Rules and Regulations and a color photo of your group in costume or uniform to:**

Parade of Lights
511 16th Street, Suite 200, Denver, CO 80202

FOR MORE INFORMATION ON PARADE APPLICATIONS
Jen Cravens 303.534.6161
jcravens@downtowndenver.com

Programming decisions will be made at the sole discretion of Downtown Denver Events and applicants will be notified no later than October 23 if selected to participate in the parade.

For information on sponsorship or commercial entry opportunities, please call 303.469.7500.
For information on volunteer opportunities, please call 303.295.6330.

2009 PARADE APPLICATION

Organization Name: _____

Organization Website: _____

Contact Name & Title: _____

Address: _____

City/State/Zip: _____

Phone (day): _____ Best time to reach you: _____

Phone (evening): _____ Best time to reach you: _____

Cell Phone: _____ Fax: _____

E-mail: _____

Number of participants in proposed parade unit: _____ (see participant rules and regulations)

Age Range of Parade Participants: _____ (see participant rules and regulations)

How long has your organization been in existence? _____

Please describe the reason your organization would like to appear in the parade: _____

_____

_____

_____

_____

Please give a detailed description of your proposed parade entry. Be as detailed as possible in describing the performance, costumes, props, lighting and music below.

PERFORMANCE (see participant rules and regulations)

_____

_____

_____

COSTUMES AND PROPS (see participant rules and regulations)
(Please enclose a photo of the costumes with this application):

_____

_____

_____

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2009 PARADE APPLICATION

LIGHTING (see participant rules and regulations)
Describe below how lighting will be used on the parade unit, props, costumes, etc.

_____

_____

_____

MUSIC
All music in the parade must be pre-approved by parade producers to avoid duplication of music selections. Please list your musical selections below.

Musical Selection: _____

Second Choice: _____

***Important Change: If your sound needs to be amplified, you will need to provide your own sound system.** Describe the components of the sound system and how it will be transported along the parade route:

_____

_____

If music will be live, describe the number and type of musical instruments and whether all accompanying musicians will be able to walk along the parade route with your performers.

_____

_____

EXPERIENCE: PAST PARADE APPEARANCES

Year	Parade
_____	_____
_____	_____
_____	_____

EXPERIENCE: FUTURE INVITATIONS FOR UPCOMING APPEARANCES:

Year	Parade or Other Special Event
_____	_____
_____	_____

***Due to the high cost of producing the Parade, we will not be able to provide sound systems or carts this year.**

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Please review the parade participant rules and regulations and then complete the section(s) below that best describe your application:

1. PERFORMANCE/ENTERTAINMENT

Vehicles accompanying performance groups will be allowed only if approved in advance by the parade producer. Floats are not permitted except as parade sponsored units. For information on sponsorship or commercial entries, please call 303.469.7500. Live, non-amplified musical accompaniment is encouraged (i.e. percussion, brass, etc.).

_____ We would like to choreograph a performance using our own music, props, costumes and lights. We understand that the performance must be in a continuous forward motion and that we will not be permitted to stop to perform.

_____ We are willing to choreograph a presentation that fits with the music and theme of a Parade float or unit. We understand that the performers must move along side the unit throughout the parade.

2. SPECIALTY

A limited number of applications for specialty units who will exhibit showmanship and/or a unique entry, including equestrian, antique fire trucks, etc. will be accepted for participation in the parade.

_____ We would like to apply to have our Specialty Unit appear in the parade.

3. HONORING THE RELIGIOUS SIGNIFICANCE OF THE HOLIDAY SEASON

As a component of the parade, some of the parade units or activities will honor the religious significance of the holiday season. In addition to the sponsored Christmas Story float, existing choirs may apply to participate along the Parade route by providing participants to sing seasonal music including Christmas carols or other music that honors the religious significance of the holiday season.

_____ **Caroling:** My organization would like to provide a group of at least 20 people to sing Christmas carols or other music that celebrates the religious significance of the holiday season. Caroling locations will be pre-assigned at designated areas along the parade route for performances before and after the parade.

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2009 PARADE OF LIGHTS

PARTICIPANT RULES AND REGULATIONS

The Parade of Lights is an entertainment event, designed to appeal to families and to bring the community together. The parade will not be the forum for intolerance or political messages. As a component of the parade, some of the parade units will honor the religious significance of the holiday season and the cultural and ethnic diversity of the community. Due to the nature of the parade's live broadcast, we have limited space in the lineup. All entries in the parade are by invitation following the application process, and preference is given to participants whose units will maximize the entertainment value, lighting and costuming for this televised event. As the parade producer, Downtown Denver Events will make decisions at its sole discretion as to the content, design and participants selected to appear in the parade.

1. All groups must participate both nights of the parade, unless an exception is granted in advance by the parade producer.
2. All participants must use lights as a part of their entry.
3. All participants must use creative costuming/decorations to meet the parade's criteria of entertainment value.
4. There must be a minimum of 20 members for any group to participate in the parade as a single parade unit.
5. No one may be dressed as Santa Claus, except the authorized parade Santa that appears with Santa's float.
6. All movement must be in a continuous forward motion. Stopping or performing in place will not be permitted.
7. All participants must be able to complete a two-mile route within a one-hour time span, at times moving very quickly.
8. All participants walking or performing in the parade must be at least 11 years old. (No children under 11 will be allowed to accompany parade participants or the parade units.)
9. No participants may be in the parade or accompany the unit on the route without an approved costume or uniform. (No street clothes)
10. Any additional individuals wishing to walk along the route to assist the unit will be allowed only when deemed necessary by parade producers. The number of support people will be limited to a ratio of no more than 5% of the group's total participants, and must be incorporated into the overall unit presentation including wearing costumes or uniforms that coordinate with those of the participants. These individuals must be pre-registered with the parade producers and will formally check in both nights of the parade. Support personnel must adhere to all participant rules and regulations. Children under age 11 will not be allowed to accompany parade participants or parade units.
11. The use of music is allowed, but all music must be pre-approved by the parade producers to avoid duplication of music selections.
12. The content and costuming of all units and participants must be appropriate for a family audience.
13. Nothing (including candy, gifts or printed materials) may be thrown or otherwise distributed from any parade unit.
14. No motorized or towed vehicles are allowed unless pre-authorized by parade producers.
15. Floats are not permitted except as parade sponsored units that are designed and constructed by a professional float builder for the parade. For information on sponsorship and commercial entries, please call 303.469.7500 (Jill ext. 107 or Bruce on ext. 108).
16. Generators or car batteries may be allowed for powering lights, but must be moved down the street without the aid of a motorized vehicle. Units using a generator must carry a fire extinguisher with them at all times.
17. The only signage or banners that will be permitted in the parade will be sponsor signage on floats and a unit banner preceding every parade unit. These will be designed, professionally produced and provided by the parade. Signage will include the sponsor/organization name and/or logo and may also include a holiday greeting, if requested.
18. Units that include animals will be considered for participation only if the animals are trained and can be safely controlled under parade conditions. Units with horses, dogs or other animals must provide their own sanitation helpers to follow the unit and provide clean up along the route as well as in the staging area.
19. All individual participants must return a signed waiver (signed by parent or guardian if under the age of 18) prior to the parade. If invited to participate, your group will receive a waiver form that must be photo copied, distributed, and returned in one submittal.
20. Liability insurance may be required for authorized vehicles, equestrian entries and other units as determined by the parade producer.

I have read the parade rules and regulations and recognize that our participation in the Parade of Lights is based upon adherence to these rules. I understand that acceptance in the parade is at the sole discretion of the parade organizers. I agree that if my group is invited to participate in the parade, we will adhere to all rules and regulations as stated above. (Sign this page and enclose it with your completed application.)

Signature	Date
Organization	Title

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