



Portland Rose Festival Foundation  
1020 SW Naito Parkway  
Portland, OR 97204



APPLICATION DUE: MARCH 2, 2012  
PARADE DATE: JUNE 2, 2012, 8:30 P.M.



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## 2012 Portland General Electric/SOLV Starlight Parade June 2, 2012

### JOIN THE PARADE!

Your group, company or organization can be part of a popular Portland tradition! Apply for entry in the Starlight Parade by completing this application by **March 2, 2012**. The Starlight Parade Steering Committee will review all entries and determine the final choices for the 2012 lineup. Creativity counts, as does proven workmanship; attach photos or an artist rendering of your proposed entry. Most importantly, don't forget illumination, as the Starlight Parade is a nighttime event! The entry fee must accompany the application and will be refunded if the entry is not accepted.

### ENTRY CATEGORIES & FEES

CORPORATE: Customized

*Includes corporate organizations or businesses with more than \$5 million/year in revenues*

SMALL LOCAL BUSINESS: \$800

*Includes businesses based in the Northwest with less than \$5 million/year in revenues*

FESTIVAL OR CITY: \$250

*Includes community festivals, cities, towns, states or regions*

COMMUNITY GROUP: \$250

*Includes 501 (c) 3 non-profit organizations, other not-for-profit organizations, clubs or groups*

### ENTRY TYPES

FLOATS: Includes professionally-built and self-built, self-propelled and towed mobile decorated parade entries

MARCHING: All walking groups, including drill teams, drumlines, and bands other than high school bands

SPECIAL: All other entries approved by the Steering Committee

### PARADE AWARDS

Judging takes place on parade day. Entries are judged on audience appeal, effective illumination, creative design, originality, costuming, etc. Judges will determine awards in each category, as well as awards for Best Illumination and Best Marching Entries. The Portlandia Award will go to the entry that best represents the quirky, independent spirit of Portland. High school marching bands are judged separately. No entry will be awarded more than one prize, and award plaques will be mailed to winners following the parade.

### DATES & DEADLINES

**Application Due: March 2, 2012**

**Parade Date: June 2, 2012**

Return completed entry application to:

**Portland Rose Festival Foundation  
Attn: Starlight Parade Committee  
1020 SW Naito Parkway  
Portland, OR 97204**

### Questions?

Please call (503) 227-2681, visit our web site at [www.RoseFestival.org](http://www.RoseFestival.org),  
or e-mail [info@RoseFestival.org](mailto:info@RoseFestival.org)

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# Starlight Parade Rules & Regulations

The Portland Rose Festival Foundation and its Parade Steering Committee reserve the right to remove an entry from the parade, either prior to assembly, at assembly or at any time during the parade. Any entry not conforming to rules and regulations or any entrant who refuses to follow instructions of police or parade officials will be removed from the parade.

1. ALL ENTRIES MUST BE ILLUMINATED.
2. PARADE ENTRIES MUST FOLLOW THE DIRECTIONS OF PARADE OFFICIALS.
3. Entries must be appropriate for a family audience.
4. Outwalkers with float units are limited to 12 people. Marching units are limited to 50 people unless otherwise approved by the Steering Committee.
5. All persons participating in the parade must be in costume or uniform.
6. No children younger than 10 years of age may participate in the parade without prior approval of the Parade Steering Committee.
7. Absolutely no physical contact is permitted with parade spectators en route or in the formation area once parade begins.
8. No livestock, equestrians, domestic animals, birds, reptiles or other animals are permitted in the parade without written approval of the Parade Steering Committee. Approved animals may be subject to restrictions.
9. An entry with a commercial sponsor must restrict sponsor signage according to the guidelines listed under "Float Requirements." Signage restrictions also apply to marching groups, miscellaneous units and towing vehicles. Signage which violates restrictions will be removed by parade officials.
10. An illuminated vehicle of any kind (car, truck, motorcycle, bicycle, bus, etc.) does not by itself constitute a float or parade entry. Vehicles may be used to tow floats. ALL vehicles may be subject to make and model restrictions. No vehicles (including tow vehicles) may advertise car dealerships.
11. No water is permitted in the parade, with the exception of water used by marching bands or any water approved by the Steering Committee.
12. Nothing may be handed out or thrown in the formation area or along the line of march. People in the official parade lineup are prohibited from distributing merchandise, gifts, candy, literature or other materials.
13. Entry should not focus on religious, political, ideological, or controversial themes or issues. Use of any political sign, social or political material or improper use of the American flag is not permitted. Proper use of the flag is based upon U.S. flag policy set forth in the U.S. Code.

14. City noise ordinances require all units be no louder than 75 decibels. At no time are honking, bells, whistles, sirens or airhorns permitted. Units may be asked to reduce volume of PA systems.

15. Parade participants must keep pace with the line of march. No counter-marching or any other maneuver contrary to the forward progress of the parade is allowed. (Official parade pace is 120 steps per minute. Official parade spacing is 60 feet between entries.)

16. Alcoholic beverages and other controlled substances are forbidden on any float, in any vehicle or on the person of any parade participant. Participants who consume alcohol prior to parade start are not permitted to enter the line of march, and people who use alcohol or other controlled substances during the parade will be removed.

## Float Requirements

A float can be self-propelled, a towed trailer or flatbed truck, suitably lighted and decorated. Floats must conform to the following requirements and restrictions:

### 1. BASIC DIMENSIONS FOR FLOATS (strictly enforced):

Maximum width - 16 feet    Maximum height - 13 1/2 feet  
Maximum length - 75 feet  
Minimum frame clearance to ground - 10 inches

### 2. FLOATS ARE REQUIRED TO HAVE THE FOLLOWING:

- Tow hitches in front and rear, easily accessible and of sufficient strength to tow the float at any time
- Rapid escape exit for the driver other than through the top of the float
- Competent float operator with valid driver's license
- Good brakes on the float
- Full exposure of the driver's head with 180-degree vision to the front and sides of the float

### 3. SPONSOR SIGNAGE RESTRICTIONS:

A festival or non-profit entry with a commercial sponsor may not use the sponsor's name in the title of the float or depict the sponsor in the design of the float. Entries may display signage no larger than 18 by 24 inches with the commercial sponsor's name on both sides of the float. **The following sponsor categories may not receive signage on entries due to existing Rose Festival relationships: airline, landscaping service company, auto manufacturer or dealer, power and utility providers.**

The Portland General Electric/SOLV Starlight Parade is televised LIVE on Saturday, June 2, 2012

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# Starlight Parade Entry Application

An entry application MUST include: 1. Completed application form 2. Photo, sketch or artist's rendering 3. Entry fee.

Organization/Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-mail \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone (Day): \_\_\_\_\_ Phone (Cell): \_\_\_\_\_ Fax: \_\_\_\_\_

**ENTRY CATEGORY:**  Corporate - Custom\*  
\*Contact Rose Festival office  Small Local Business - \$800  
for more information  Festival or City - \$250  
 Community Group - \$250

**ENTRY TYPE:**  Float  
 Marching  
 Special

**ENTRY FEE MUST ACCOMPANY THIS ENTRY FORM.** Entries not accepted will receive a full refund. Approved entries that cancel after April 6, 2012, receive no refund.

**Please briefly describe your entry design. Attach additional sheets if necessary.**

(A photo, sketch, and/or artist's rendering of the entry MUST be attached to this entry form.)

**Please provide a detailed description of illumination** (e.g., rope lights, flood lights).

Music/Noise (maximum 75 decibels):  Live Band  Recorded Music  Public address system/microphone  None

### FLOATS & SPECIAL ENTRIES:

Length of unit including tow rig (May not exceed 75 feet): \_\_\_\_\_ Number of out-walkers (0-12): \_\_\_\_\_

Accepted floats/misc.units must provide a certificate of insurance with no less than \$500,000 single limit covering bodily injury, death and property damage to any number of persons or property in any one occurrence. The certificate shall name Portland General Electric, SOLV, KPTV, Portland Rose Festival Foundation, City of Portland, all sponsoring organizations and their officers, directors, employees and agents as additional insured. It must be submitted by May 4, 2012.

### MARCHING ENTRIES:

Number of participants (Up to 50): \_\_\_\_\_ Marching units must sign and return a waiver by May 4, 2012, that indemnifies Portland General Electric, SOLV, KPTV, Portland Rose Festival Foundation, City of Portland, all sponsoring organizations and their officers, directors, employees and agents.

### LIABILITY RELEASE AND RULES AGREEMENT

Application is hereby made for entry in the Starlight Parade, June 2, 2012. The entry agrees to indemnify, hold harmless and defend against any action against Portland General Electric, SOLV, KPTV, Portland Rose Festival Foundation, City of Portland, all sponsoring organizations and their officers, directors, employees and agents from and against all liabilities whatsoever arising out of its participation in the Starlight Parade. Entrant agrees to comply with the rules of the Starlight Parade as listed in this form or additional rules deemed necessary for the safe conduct of the Starlight Parade and related activities. Failure to comply may cause denial of entry on parade day or jeopardize future parade participation.

Signature: \_\_\_\_\_

**RETURN TO:** Portland Rose Festival Foundation  
Attn: Starlight Parade Committee  
1020 SW Naito Parkway  
Portland, OR 97204

**Please attach:**  Photo/Sketch  Entry Fee  Additional Description (if necessary)

**APPLICATION DEADLINE: MARCH 2, 2012**