



2012 LOS ANGELES LGBT PRIDE CELEBRATION PARADE APPLICATION

Sunday, June 10, 2012 11:00 a.m.

Santa Monica Boulevard – West Hollywood
Crescent Heights Blvd. to Robertson Blvd.

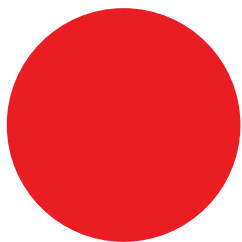
Application Deadline:
5:00 p.m., May 3, 2012

Following is the application for an entry in the 2012 LA PRIDE Parade. Please carefully review and complete all necessary portions of this application. If you have any questions please contact CSW using the contact information on the first page.

If you are interested in sponsorship options beyond those outlined in this application please contact the CSW office.

APPLICATION CHECKLIST

This following checklist will assist you in properly completing the application. ***Incomplete Applications will not be processed.***



SM

***...and
Proud of it!***

PARADE OFFICE
323.969.8302 x18
(FAX) 323.645.6631
PARADE@LAPRIDE.ORG

Produced by
Christopher Street West,
A 501(C)3 Non-profit Corporation,
INFO@LAPRIDE.ORG
8235 Santa Monica Blvd., Suite 302
West Hollywood, CA 90046



VersatileEvents
Let Us Take Your Event to New Heights

- 1** The following must be included to be considered a complete application:
 - 2012 Parade Application Form
 - Parade Regulations for All Units
 - Viewing Stand and Media Information
 - Business check, cashiers check, credit card form or money order for the full amount - no personal checks or cash accepted
 - Include a copy of non-profit status if claiming non-profit discount

- 2** If your entry has any kind of motorized vehicle, for every vehicle and its driver (car, float, motorcycle, etc.), you must provide:
 - Hold Harmless/Indemnity form, completely filled out and signed
 - Designated Parade Wheel Walker / Unit Liaison Form
 - Copy of each driver's license
 - Proof of insurance copy

- 3** *Send your completed application to:*
CHRISTOPHER STREET WEST
C/O PARADE COMMITTEE
8235 Santa Monica Blvd., Suite 302
West Hollywood, CA 90046

SILENT CELEBRATION

This year, a "Silent Celebration" will take place along the LA PRIDE Parade Route, where everyone will take part in a moment of silence to honor those who are no longer with us. At 12:00 noon on June 10, 2012, the parade will stop, and the crowd will be asked to fall silent to remember the individuals who bravely fought for the rights of the LGBT community, the hundreds of thousands we have lost to HIV, AIDS, Breast Cancer, and Prostate, Testicular or Colon Cancer, and ALL of our loved ones who have passed on. It is hoped that the Silent Celebration message reaches far beyond the PRIDE Parade and that people all over our city, state, nation and world take part in this historical experience to honor our loved ones who are now gone.

SILENT CELEBRATION

Join over 400,000
people for a Moment
of Silence during
the LA PRIDE parade.

SUNDAY, JUNE 10, 2012
12:00 NOON



FREQUENTLY ASKED QUESTIONS & APPLICATION PROCEDURES

DEADLINES & LATE FEES

All applications due by **May 3, 2012 at 5:00 p.m.**
A \$100.00 late charge will be assessed to ALL applications postmarked after this.

PAYMENTS

All applications must include payment to be qualified for submission and parade entry. Business checks, cashiers check, credit card or money order only; **NO personal checks or cash accepted.** Proof of non-profit status must be included with application to qualify for non-profit rates.

CONFIRMATION OF ENTRY

Receipt of application and fees does **NOT** necessarily confirm any entry. CSW reserves the right to refuse the entry of any individual or entity that, in CSW's opinion, does not reflect the celebration intended by the parade, or the purpose or goals of the Lesbian, Gay, Bisexual and Transgender Community in general. All CSW parade entry confirmations **will be distributed at the Safety Workshops.**

PLACEMENT IN PARADE

CSW staff and volunteers do their best to accommodate all requests for special placement in the parade. Unfortunately, it is impossible to meet all requests. We will do our best to meet your request.

THROWING / HANDING ITEMS INTO THE CROWD

We know that many of you wish to give away items to parade viewers. Unfortunately, this encourages crowds to come onto the parade route causing a very dangerous situation. Drivers of motorized vehicles, horse carriages, or horse riders cannot see people who run in front of or along side their vehicles/animals and could accidentally run someone over. This is very serious. **Other parades have had deaths due to this very situation – someone running up to a vehicle, tripping, and the driver not seeing them and running over the individual.** As we get more and more viewers who bring children – who are even harder to see when

they run in front or beside a vehicle – we **NEED** your help enforcing this regulation. To avoid this dangerous situation, we require that you do not throw anything from your unit or in any way encourage viewers to come onto the parade route. What you can do is have volunteers walk along side the sidewalks as your entry goes by and hand things to people – do not encourage them to come onto the street in any way.

PERFORMANCES IN THE PARADE

As much as CSW encourages its parade entrants to be as creative as possible, we must request that any performances that require your entry to stop or slow down **must only be performed at the designated area to be provided to you in your confirmation package. Your performance is limited to a maximum of 30 seconds.** In the past, entrants have caused delays and gaps of as much as twenty minutes due to the duration and number of performances. This causes the crowds to come onto the parade route and creates a serious safety concern. **If you violate this regulation, you will be pulled from the parade.**

SAFETY WORKSHOPS

To ensure the safety and enjoyment of each entry and all viewers, we require that a minimum of one, and preferably two or more, representatives from each parade entry attend a safety workshop.

WHERE DO I SEND MY APPLICATION?

CHRISTOPHER STREET WEST
C/O PARADE COMMITTEE
8235 Santa Monica Blvd., Suite 302
West Hollywood, CA 90046



2012 PARADE APPLICATION Please Print Legibly – Fill Out Completely

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Contact _____ Day Phone: (____) _____

Eve. Phone: (____) _____ Email: _____

Secondary Contact _____ Day Phone: (____) _____

Eve. Phone: (____) _____ Email: _____

MARCHING UNIT (max. 100 people per unit) Approximately: _____ People / _____ Unit(s)	FOR-PROFIT PRICE	\$200/unit	
	NON-PROFIT PRICE	\$150/unit	
MUSICAL MARCHING UNIT (max. 100 people per unit) Approximately: _____ People / _____ Unit(s)	FOR-PROFIT PRICE	\$150/unit	
	NON-PROFIT PRICE	\$100/unit	
ANIMAL UNIT Type of Animal: _____ Number of Animals _____ Number of People: _____	FOR-PROFIT PRICE	\$30/animal	
	NON-PROFIT PRICE	\$15/animal	
MOTORCYCLES & CARTS _____ UNITS @		\$15/each	
PRIMARY DECORATED VEHICLE ie; convertibles, pick-ups etc. (Under 20 ft) _____ UNITS @ ***Please note that this category only applies to nonprofit groups***	NON-PROFIT PRICE	\$150/each	
	FOR-PROFIT PRICE	N/A	XXXXXXX
MAJOR DECORATED VEHICLE (Over 20 ft, most flatbed trucks) (Includes most flatbed trucks) _____ UNITS @	NON-PROFIT PRICE	\$125/each	
	FOR-PROFIT PRICE	\$225/each	
PARADE FLOAT – A mobile stage designed specifically for a parade _____ UNITS @	NON-PROFIT PRICE	\$125/each	
	FOR-PROFIT PRICE	\$200/each	
NON-MOTORIZED BICYCLES _____ UNITS @		\$10/each	
NATIONAL CORPORATIONS/FRANCHISES , includes promotions and information by Interstate corporations and franchises. Please check type of entry: <input type="checkbox"/> Marching Unit <input type="checkbox"/> Primary Decorated Vehicle <input type="checkbox"/> Major Decorated Vehicle <input type="checkbox"/> Float		\$3000/each	
Applications received after May 3, 2012 MUST include \$100.00 late fee.		\$100/unit	
CAMPAIGNS: <input type="checkbox"/> Local race's - \$800 <input type="checkbox"/> State race's including assembly and state senate - \$1,500 <input type="checkbox"/> Federal race's - \$3,000			
Décor Workshop: April 7 at 12:00 Noon Fiesta Hall at Plummer Park, 7377 Santa Monica Blvd., West Hollywood, CA 90046			
NEW LOCATION! Mandatory Safety Workshop – Fiesta Hall at Plummer Park, 7377 Santa Monica Blvd., West Hollywood, CA 90046 <input type="checkbox"/> Friday, June 3, 2012, 7:00 pm <input type="checkbox"/> Saturday, June 4, 2012, 12:00 pm			
Application processing will not begin until FULL payment has been received. Business Checks, Money Orders, Credit Card or Cashiers Check Only – No Personal Checks or Cash.	TOTAL AMOUNT DUE		

Do you have music? _____ If so, please describe: _____

Will your entry have "live" entertainment? _____ If so, please describe: _____

Will your entry have performances that require you to stop? _____ If so, please describe: _____

Line-up considerations: _____

We do our best to accommodate all line-up considerations, but are unable to guarantee placement.

I (we) hereby certify that I (we) have read this application form in its entirety and will comply with all regulations.

Signature: _____ Date: _____

Name & Title: _____



PARADE REGULATIONS FOR ALL UNITS

Please read through the key points listed below and initial each line indicating you have read, understand and agree to that point. If you have ANY questions please contact the CSW office

____ **Insurance & Driver's License** – Each vehicle that enters the parade line-up area and/or participates in the parade must have liability insurance, and a valid driver's license, copies of which must be submitted with this application.

____ **Emergency Traffic Lanes** – Sheriff's and Fire Department emergency traffic lanes must remain open at all times. These lanes are in both the staging area and on the parade route and are clearly marked. It is unlawful to park vehicles, decorate units, practice routines, wait or encumber these emergency lanes in any manner at any time.

____ **Drugs & Alcohol** – Drugs and alcoholic beverages are strictly prohibited in the entire pre-parade assembly area, as well as on the parade route. Participants who are found to have any drugs or alcohol in their possession or found to be under the influence, will be removed and their unit will be disqualified from award contention. Please discourage your participants from consuming any alcohol or drugs prior to or during the parade.

____ **Throwing From Your Unit** – Due to the danger of physical injury, insurance requirements and littering problems, all parade participants are forbidden to throw anything from their unit. Do not in any fashion encourage viewers to come onto the parade route.

____ **Performances** – Performances that require that your unit stop or slow down to perform are subject to the following restrictions: (1) performances can only occur at the designated location to be provided to you in your confirmation package; and (2) performances cannot last longer than thirty. Violations of this restriction are cause for removal.

____ **Overcrowded Vehicles** – CSW reserves the right to remove persons from any float or vehicular unit, which is determined to be overcrowded to such an extent that the unit may break down or cause injury to participants, volunteers or spectators.

____ **Indemnify & Hold Harmless** – All applicants are responsible for any and all acts and/or omissions on their part, or on the part of their agents, volunteers and/or employees that may result in the injury or damage to themselves their agents, employees, or to third parties. Applicant specifically agrees to indemnify and to hold CSW and it's agents, servants and employees free and harmless and to defend it from any and all claims arising out of any such acts or omissions.

____ **Theme** – CSW requests that all participating units incorporate this year's vision **...and Proud of it!** into their parade entry. As a major parade with television coverage, all units are reminded of the responsibility that goes along with this presentation. All entries should reflect the theme and/or purpose of the parade.

____ **Nudity & Obscenity** -- Nudity & obscenity will not be permitted as defined by California State Code, title 17.04.480. Any unit, or the participants thereon, not in compliance will be removed from the parade route, be subject to intervention by law enforcement officials and/or forfeit their chances to participate in future parades.

____ **Noise** – Due to noise abatement laws, units are limited to a 5-minute sound check while in the Parade staging area.

____ **Signs & Banners** – In order to better facilitate parade announcements and TV coverage, a sign or banner providing the name of the organization/business must precede each entry participating in the parade or the entry should have the name prominently displayed on their vehicle. The parade position number presented during check in must be attached to your banner or vehicle window or carried by your designated parade liaison, whichever is most visible to announcers and video cameras.

____ **Marching Together** – Groups desiring to march with other groups must make this known on this application when submitted. All requests for such arrangements will be met to the best of our ability but are not guaranteed. No unit is allowed to participate alone or as part of another unit without pre-parade registration with CSW. Any unit "crashing" the parade will be removed immediately.

____ **Prepare to step off** – All units must be ready to move on cue into the parade or the next unit will proceed. The delayed unit will proceed only at the next convenient time as determined by CSW, or a CSW volunteer.

____ **Vehicle Breakdown** – Towing charges for any unit that breaks down will be at the applicant's expense.

____ **Flow of Parade** – All entries/entrants are required to maintain a continuous forward motion during the parade. No stopping unless directed by CSW staff or at designated performance areas, and then only for one and one half minutes. Parade monitors will assist in maintaining a consistent flow of traffic for the duration of the parade. No Gaps between parade contingents of more than 20 feet.

____ **Wheel Walkers / Liaisons** – All units are required to supply liaisons to CSW. All units with moving vehicles must supply wheel walkers for each front wheel of each vehicle. Their role is to 1) assist in the safety, specifically keeping area in front of vehicle clear of pedestrians; 2) assist in movement and pacing in the parade of all vehicles and marchers belonging to their unit, and 3) facilitate the progress and safety of the parade in general. See section entitled Designated Parade Wheel Walkers / Liaison for additional responsibilities. Wheel Walkers / liaisons will report directly to CSW. Any unit without a wheel walkers/liaison will not be able to participate.

____ **Removal of Participants** – CSW reserves the right to remove any persons or unit from the pre-parade assembly area or the parade that, in CSW's opinion, is offensive, a hindrance to the progress of the parade, places other participants or spectators in physical danger or violates any regulations in this application.

____ **CSW Rights** – CSW presents the Pride Parade for the public as an educational & entertainment event, and reserves all rights as producers. Any reproduction, broadcast, or commercial use of any portion of this event, in whole or in part, in any form is strictly prohibited

____ **Animal Units** – All animal units must provide clean up for all waste created by animals. Waste cannot be left on streets.

____ **Safety Workshops** – All units are required to send at least one liaison to participate in a Safety Workshop located at:

NEW LOCATION!
Plummer Park, 7377 Santa Monica Blvd., West Hollywood, CA 90046

I have read, understand and agree to the above procedures and guidelines. I understand that violation of any regulation is cause for removal from the parade.

Signature and Title _____ Date _____

Print Name _____

Title _____

Organization Name _____



HOLD-HARMLESS/INDEMNITY

This form only needs to be completed for entries that include motorized vehicles. A copy of this form must be completed for each vehicle in the parade.

PLEASE TYPE OR PRINT LEGIBLY
NO UNIT WILL BE PERMITTED TO PARTICIPATE WITHOUT COMPLETING THIS FORM!

I, _____

Declare that I will be a participant in the 2012 LA PRIDE PARADE occurring on June 10, 2012 in West Hollywood, CA; that I will be with,

(Name of Organization, Group or Business)

I will be driving: _____
(Year, License Number and Make of Vehicle/Description of Float)

I further declare that I am fully insured to operate said vehicle/float and specifically, that I carry liability insurance to cover property damage and physical injuries to others. A copy of my proof of insurance certificate or policy is attached.

Insurance Company

Policy Number

Drivers License Number

Expiration Date

I agree to indemnify and hold harmless Christopher Street West, Inc., and its agents, servants and employees from any injuries and/or damages to others that may result from my operation of said vehicle/float, and to defend them against any claims arising out of my operation of said vehicle/float.

In the event of litigation, costs and attorneys fees to prevailing party. This agreement is the final writing and supersedes any prior negotiations.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this _____ Day of _____, 2012 in _____, California.
(Date) (Month) (City)

Signature of Participant _____

Print name: _____



DESIGNATED PARADE WHEEL WALKERS /UNIT LIAISONS

Group/Unit Name: _____

In order to reduce gaps between entries during the parade, maintain an appropriate and safe pace, and ensure an entertaining parade for all of our participants, **All Parade units are required to provide designated parade unit wheel walkers/unit liaisons.**

Wheel Walkers/ Liaisons are asked to:

- Walk on either side of every moving vehicle, next to the wheels, to ensure that the area in front of their unit is clear of any pedestrians or other units.
- Maintain the movement and pacing in the parade of all vehicles and marchers belonging to their unit, maintaining a distance approximately 20 feet from the unit ahead of them;
- May carry their unit designation number, depending upon the type of unit they are a part of, so that announcers can readily identify your unit and ensure that they have the correct announcement;
- Serve as a designated contact for their unit for parade monitors along the route;
- Direct their units to designated breakdown areas (volunteers assist you in this area).

A designated wheel walker/parade liaison must **attend one of the Safety Workshops** for specific training. Parade liaisons will be issued, upon check-in, an armband or other identification item to be worn during the parade so that they are easily identified by Parade Monitors along the route. If a Parade Staff member requests your assistance, please respond immediately. Liaison requirements are as follows:

Marching Units

01-50 People: 2 Parade Liaisons
51-100 People: 4 Parade Liaisons

Primary Decorated Vehicle

2 Wheel Walkers for each vehicle

Major Decorated Vehicle

2 Wheel Walkers for each vehicle

Parade Float

4 Wheel Walkers for each vehicle

Please print name and phone number for each person

Liaison #1 _____

Liaison #2 _____

Liaison #3 _____

Liaison #4 _____



PARADE AWARDS

CSW encourages all parade participants to demonstrate their Pride by developing strong, creative units for the parade. Please use this year's vision, **...and Proud of it!**.

Your Parade entry will be seen by more than a million people! Yes, hundreds of thousands along the Parade route and on local cable outlets and millions through live stream via lapride.org, weho.org, gay.com and shewired.com.

Those of you who are the most fabulous are honored as one of the 2012 parade award winners:

Marching Unit Award – \$250

A Marching Unit that exhibits itself in a colorful and coordinated manner.

Musical Marching Unit Award – \$500

A Musical Marching unit that performs in a musical and coordinated manner.

Butterfly Award – \$1000

The most imaginatively decorated and colorful Float.

Stonewall Award – \$1000

The best Major Decorated vehicle.

Cash prizes are designed to encourage non-profit organizations and local businesses to fully participate and reward their creativity. Although we welcome our supporting National Corporations, these entries are not eligible for the awards listed above.

Qualifying units will be judged for awards while the parade is in progress. Violation of Parade regulations before or during the parade can disqualify any unit



DESIGNING YOUR PARADE ENTRY

Sometimes it feels like all we can do to get ready for Pride is to rent a convertible or a truck and get a few people together to march. Well, even if that is all your budget can handle, there are many things you can do to dress up what your parade entry looks like as it showcases you or your agency along Santa Monica Boulevard. Just think what you could do to dress up your entry...

- Wouldn't it be fun to have a horse drawn carriage to glide you down the parade route?
They are about the cost of three convertibles for the weekend.
- How about a decorated flatbed truck? The cost is close to renting two or three convertibles.
- And if you do have a convertible, why not decorate it in a fun way?
Isn't amazing what we can do with a little cardboard, spray paint, balloons, and colored tissue paper...?

The organizations below are resources for your use in exploring ways to create your parade entry, but are not necessarily endorsed by CSW.

Professional Float Companies – *They will design, build, store and deliver your float*

Fiesta Floats – Phone: 626.610.0974

Fax: 626.610.0978

www.fiestaparadefloats.com

Artistic Entertainment Services – Office: 626.334.9388

Fax: 626.969.8595

www.aescreative.com

Float and Large Vehicle Decoration - *Float building kits and materials for decorating entries*

Valley Decorating – 559.495.1100 or www.valleydecorating.com

Victory Corps – 800.328.6120 or www.victorycorps.com/floats.html

Banners

AAA Flag & Banner – 310.836.3341

Flat Bed Truck Rentals

Midway Car Rental (Burbank) – 818.985.9770

Rental Service Corporation (Sun Valley) – 818.504.4333

Rent-It (Canoga Park) – 818.703.7225

Suppose U Drive (Glendale) – 818.243.3151

Studio Services (Van Nuys) – 818.782.4074

Golf Cart Rentals

Yamaha Golf Cart (Anaheim) – 714.776.9808

**PLEASE SEE OUR WEBSITE
FOR MORE DETAILED INFORMATION AND IDEAS**



CREDIT CARD FORM



2012 LOS ANGELES LGBT PRIDE CELEBRATION

Sunday, June 10, 2012 • 11:00 a.m.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____



Credit Card No.: _____

Security Code: _____ Expiration Date: _____

Signature: _____

Application Deadline:
May 3, 2012, 5:00 p.m.

