



PARADE APPLICATION & INFORMATION

The 2012 Matthews Alive Parade September 1, 2012

We appreciate your interest in the 2012 Parade! This year's event, combined with exciting national events in the area, promises to be bigger and better than ever! And it would not be possible without you!

Because of the additional visitors and activities in the area, and at Matthews Alive in general this fall, we are adjusting our processes for earlier deadlines than in the past.

Please take a moment to read this document in its entirety, as it has changed since 2011.

Fill out pages 4-5 and send, along with your fees, to our Parade Coordinator. Keep a copy for your records. If you have questions or concerns, feel free to contact us!

I. General Information

- Fees:
 - Non-Profits: \$25
 - Walking Groups: \$50
 - Cars (antique & all others): \$50
 - Elected Officials (incumbents only, no campaigning): \$50
 - Businesses (not on a float): \$125
 - Beauty Queens (each entry): \$50.00
 - Floats: \$625.00
 - Self-Built Floats: \$250.00
- Government organizations (city, county, state, federal and active US military) are exempt from fees. This exemption does not apply to elected officials.
- All groups (except float sponsors/riders, elected officials, beauty queens) must provide any transportation needed in the parade and list the type of vehicle(s) on the following application. Matthews Alive cannot provide any drop-off or pick-up for groups in the parade, but we will direct you to the most convenient parking areas.
- With the exception of Police, Fire, EMS and military, eligibility to participate in the Matthews Alive Parade is limited to those units specifically approved by the Matthews Alive Board of Directors.
- For the entries accepted, a map and instructions will be sent two weeks before the parade. The parade starts promptly at 10am on September 1st rain or shine; entries are to be in position in your assigned waiting area by 9am.

II. Rules and Regulations for All Parade Participants

- Floats

-Each group riding on a float must have a designated adult (over 21 years of age) on the float at all times during the parade. They will be responsible for the conduct and safety of all riders and will make sure that all rules are followed.

-NO CANDY OR OTHER ITEMS ARE TO BE THROWN FROM THE FLOAT, however, walkers beside the float will be allowed to safely hand candy or other items to the crowd.

-Riders must remain on the float throughout the route, keeping arms and legs above the sides of the flatbed.

-No pets or live animals of any kind are allowed on the float. Service animals are exempt.

-No motorized vehicles are allowed on float.

-No smoking or alcoholic beverages are allowed on float.

-No glass containers allowed on float.

-Matthews Alive is not responsible for items left on float.

-For the safety of participants, attendees, and spectators, the noise level from any Parade float cannot exceed 85 decibels (no loud sirens, horns, music, etc).

- Other Parade Participants:

-NO CANDY OR OTHER ITEMS MAY BE THROWN INTO THE CROWD, however, members of a group may hand out items to the crowd in a safe manner.

-Matthews Alive is not responsible for lost items.

-For the safety of participants, attendees, and spectators, the noise level from any Parade entry can not exceed 85 decibels (no loud sirens, horns, music, etc).

III. Insurance Requirements:

- All entries should make sure that their participants are covered by their organization's Comprehensive General Liability Insurance policy. If you do not have liability insurance, your insurance company can advise you on securing "Event Insurance" to cover your participation in the parade. All parade entries must sign the liability clause in this application in order to participate. Matthews Alive, Inc. can require evidence of insurance coverage of up to \$1,000,000 in order for entries to participate.

IV. New Information for 2012:

- The Parade organizers want to make sure that everyone attending the parade knows who you are! This is your time to promote yourself while having a lot of fun!
Make sure you have professional signage to identify your group. We encourage **float entries to decorate the flatbed and vertical area** (front and back) of the float with of your group/company's banners, signs, or other branding. **The name of the float entry/purchaser will also be on the sides of the float-- provided by the Festival.**
- If the group/company RIDING on your float is different from you, we want them to be promoted, as well! In this case, float entries/purchasers should still brand the vertical areas of the float, and the sides of the float will still display that name, provided by the Festival. RIDERS should then decorate the flatbed of the float with their branding when possible.
- **Added value for all entries in 2012!** In order for as many people as possible to enjoy the parade and recognize our entries, we will be providing a sound system with speakers along the parade route. There will also be a small stage, housing emcees for the parade. These emcees will generate excitement as the parade progresses, and will describe **each and every entry** as it makes its way through midtown! To this end, on page 5, please write a **short** narrative about your entry as you would like it read by the emcee (50 words or fewer). If you are a float, make sure we have narratives about your group/company, as well as any riding group that is different from you.

Ideas:

Bands—list number of band members, band leader and drum major's name, latest achievements

Float purchasers—name, location, company slogan or catch phrase

Float riders—organization's name, location in town, what you do, latest achievements

Elected Officials—number of years served, hometown, family, who is riding with you

Walking groups—name, what you do, where you are located

Cars—Owner of car, year, make, model, driver/riders names, club name

Mascots—when was mascot introduced, latest special appearances, community involvement

The Committee reserves the right to edit and approve these narratives for time and content.

V. Deadline:

- **New in 2012!!** All applications and fees must be received by **July 31, 2012** in order to be eligible to participate in the parade.

Please return Application & Fees to:

Matthews Alive Parade

Lee Anne Moore, Coordinator

PO Box 2578

Matthews, NC 28106

For more information: **704-641-3929**

lamoore.elite@live.com

VI. Application:

- **Describe Your Parade Entry** (check one and explain as necessary):

Vehicle _____ Sports Mascot _____ Marching Unit or Band _____
Float _____ Beauty Queen _____ Other _____
Elected Official _____ Other Walking Unit _____

- Approximately, how many in your group will be in parade: _____
- Any additional description:

- **Entry Contact**

Name of Business or Organization: _____

Contact Person: _____

Address: _____

City: _____

State: _____ Zip _____

Phone: _____

Event Day Cell: _____

Email: _____

Check one, if you are a float:

- Our group/company is purchasing a float, and our own members/staff will be riding on the float.
- Our group/company is purchasing a float, but we are hosting a different group to ride on our float.

Name of riding group: _____

(Please be sure to write an additional narrative about your riders)

- Our group/company is purchasing a float, but we are interested in finding a different group to ride on our float. (Parade staff may be able to help with this issue)

- **Fees Enclosed:** \$ _____

- **Entry Narrative(s):**

Applicant shall indemnify and hold harmless the Town of Matthews, Matthews Alive, Inc. and Matthews Alive Board of Directors, their agents, volunteers, elected officials and employees from and against all losses, costs, damages, expense and liability caused by an accident or other occurrence in bodily injury, including death, sickness and disease to any persons, or damage or destruction of property, real or personal, arising directly or indirectly from operations, products or services rendered at the Matthews Alive Parade. Applicant agrees to waive, release and discharge the Town of Matthews, Matthews Alive, Inc. and Matthews Alive Board of Directors, their agents, volunteers and elected officials and employees, of and from any and all claims, demands, costs, liability and causes of action whatsoever that may arise as a result of participation in the Matthews Alive Parade, including but not limited to, any claims, causes of action, liability, damages, demands and costs related to injury to any of the Applicant's person or property. This waiver and release shall inure to the benefit of the Town of Matthews, Matthews Alive, Inc. and the Matthews Alive Board of Directors, and shall bind Applicant along with its employees, heirs, legal representatives, assigns and successors in interest of the Applicant or any member thereof.

I, the undersigned, have read and agree to abide by the above, and all information and Rules and Regulations set forth in this Matthews Alive Parade application.

Organization: _____

By (Printed Name): _____

By (Signature): _____

Date: _____

Thank you again for joining the Matthews Alive Parade! If you have any questions or concerns, do not hesitate to call or email. We look forward to seeing you soon!