



PARADE APPLICATION AND INFORMATION

March 16, 2019, 11 a.m.

Deadline to enter is March 8, 2019

General Parade Information: The purpose of the Freedom First St. Patrick's Day Children's Parade & Shamrock Festival is to celebrate and honor Irish Heritage and Celtic Pride as well as to entertain and delight the children of our region. This purpose is in keeping with Downtown Roanoke, Inc.'s (DRI) mission to make Downtown Roanoke the preferred place to work, live and play. To help fulfill this mission, DRI, through the Parade Committee, intends to promote an entertaining parade that can not only strengthen the economic vitality of downtown by attracting people to support our downtown merchants, but also to reflect the many virtues of living in Downtown Roanoke.

In order to meet these goals, create a unique and entertaining parade that is also safe and within time restraints, the Parade Committee limits the parade participants to 100 entrants. Please note that you are not accepted into the parade until you receive a confirmation letter or email from the Parade Committee. **Make sure your parade participants and float are decorated in everything GREEN! NO applications will be accepted after March 8th– no exceptions.**

Parade lineup will begin at 9:00 a.m., on March 16, 2019 and will step off at 11:00 a.m. and will march through downtown.

Rules: The parade entry MUST relate to a St. Patrick's Day Theme and/or be of a nature to entertain and amuse children, or expose them to Irish or Celtic heritage or culture. Entrants comprised of children of all ages are also encouraged. Except as noted below for law enforcement, first responders, and event sponsors, NO OTHER ENTRIES ARE ALLOWED OF ANY TYPE. Entrants with children and appropriately themed floats are preferred and given precedence over all others.

Entry fees are non-refundable. Entry fees will only be returned if the applicant is not accepted for participation.

- The Parade Committee reserves the right to accept or deny any application for entry.
- The parade will go on rain or shine.
- The Parade Committee will evaluate applications based on the quality of the applicant's St. Patrick's Day theme, the nature of the applicant's entertainment or amusement, and the aspects of Irish or Celtic heritage or culture addressed by the applicant. Preference will be given to applications that include a float. The bed of a pick-up truck is not a float.
- Entries must observe all applicable rules and regulations, State and Local laws, and follow all instructions from police and parade officials. DRI, the Parade Committee and parade officials assume no liability for any damage to floats, vehicles, or for any injuries or damage due to the errors, acts or omissions of parade entrants or spectators. A spacing of 20 feet between entrants will be enforced.
- No Horses are permitted. Other pets are encouraged and should be adorned in holiday costume and decoration. All animals must be leashed and kept under control at all times. Cleaning up

after animals is the immediate responsibility of the handler. This section does not apply to event sponsors.

- Entrants in the parade are prohibited from:
 - Any presentation or representation deemed immoral by the Parade Committee
 - The drinking or simulated drinking of alcohol
 - Participants under the influence of alcohol
 - Firecrackers and or any other explosive device
 - Throwing or handing out any souvenirs, candies, literature, etc.
 - Profanity on attire, signs, banners, or audio will not be permitted
 - No working and or loaded Firearms are allowed; only prop and costume style weapons/replicas. This section does not apply to sworn law enforcement officers in the performance of their official duties.
- Stunts, vehicle burnouts or any activities that endanger the crowd or entrants are strictly forbidden and grounds for permanent ban from the parade.
- No materials of any sort (candy, toys, leaflets, etc.) are to be thrown or handed out to spectators. This section does not apply to event sponsors.
- Violations of any rule may result in the immediate removal of the entrant from the parade and ban from future participation.
- The following limits apply for all entrants:
 - Bands limited to 10 entries
 - Car Clubs limited to 3 entries (total of 10 vehicles per club)
 - Motorcycle Clubs limited to 3 entries (total of 10 vehicles per club)
 - Clown Groups limited to 4 entries
 - No Horses will be permitted. This section does not apply to event sponsors.
 - Skating/Bicycling Groups limited to 4 entries
 - Majorettes/Baton Groups/Dance Teams limited to 5 entries
 - Historical Reenactor Groups limited to 6 (preference will be given to Irish or Celtic themed groups)
 - Beauty Pageant Winners limited to 4 entries
 - First Responders and members of Law Enforcement are allowed to participate as the Parade Committee deems appropriate.
 - In evaluating applicants, the Parade Committee will seek to avoid redundancy in entrants and will take into consideration the number of individual participants proposed for an entrant.

The following is a list of individuals and organizations that are NOT ACCEPTABLE as Parade entrants:

- Retail stores or businesses without a float in keeping with theme
- Undecorated Commercial Vehicles
- Non-Performing/Walking Groups/Individuals
- Political Ads or Campaign Groups (Elected Officials may participate)

Anyone disobeying any rule will be removed from the parade immediately. Additionally, the entire entrant could be removed at the discretion of Parade officials.

Your unit must appear as described and accepted in your application. Any unauthorized changes or additions (including additional vehicles, and/or parade participants) to your accepted application may cause disqualification of your unit prior to the start of the Parade and result in a ban from participating in future DRI events.

Any walking entrants should be aware that the street could have some residual dirt or debris and should take any and all precautions necessary.

All animals that are a part of an entry must be controlled and kept a minimum of 6 feet from bystanders at all times. Horses are NOT permitted in the parade.

Parade Awards: All participants are encouraged to come to the Shamrock Festival Stage located next to Wells Fargo Plaza after the parade to find out which entries won awards and pick up trophies. Awards are: 1st place, 2nd place, 3rd place, Judges Choice, and Best Celtic Theme.

St. Patrick's Day Parade Application 2018

Organization: _____

Entry fee: Business: \$35.00 Non-profit, Civic Group, School, Neighborhood Assoc.: \$No fee

Contact Name: _____

Address/City/State/Zip: _____

Day Phone: _____ Cell Phone: _____

Email (required): _____

Description of Organization including any connection with Irish or Celtic heritage or culture (required): _____

REQUIRED FOR ACCEPTANCE:

Description of entry including how it meets parade criteria discussed above (**Please be specific**):

Number of individuals to march in parade: _____

Number of floats (Include size of entry) _____ Number of vehicles _____

Do you plan on having any props, or replicas or prop firearms with your entry? _____ If yes, describe:

Please note: There will be a limit to the number of vehicles allowed per entrant

Will your unit have sound or music? If yes, describe: _____
Does your unit include animals? If yes, what kind and how many? _____

Required

Give a brief description of how you would like your unit announced at the Review Stand:

Parade Waiver and Release: By signing below, I agree that I have read the rules and understand them completely and agree to abide by the guidelines set forth by the Parade Committee. I agree to be responsible for any loss or damages to property or for any personal injury sustained during this event and to hold harmless from liability the Parade Committee, Downtown Roanoke, Inc., volunteers, and sponsors. Parade permit allows for one entry into the parade and does not allow re-entry. Parade is defined by lead and tail vehicle/unit.

With my signature I agree to comply to all herein. I further understand that I am fully responsible for my entire unit, including but not limited to animals, vehicles, props and children, and anyone allowed to march with group, affiliated or unaffiliated. I am responsible for any action taken or caused by my unit. If I or my unit fail to comply with all the guidelines and rules for participation, I understand that my entry can and will be removed from the parade lineup as late as 11 a.m. on parade day.

Authorized Representative (print or type) _____
Signature: _____
Date: _____

Send application and payment (Businesses only) to:
Downtown Roanoke, Inc., 213 Market Street, Roanoke, VA 24011
540.342.2028 x 14 (phone) 540.344.1452 (Fax)
scotta@downtownroanoke.org