



Monday, July 4, 2011
Las Vegas' Only Fourth of July Parade!

2011 Parade Policies and Fees

The following information and guidelines are provided for everyone's benefit and safety. Please review all the rules below before completing your application form.

(All parade applications must be received in-house by The Summerlin Council no later than **Friday, May 13, 2011, at 5 p.m.** Please note: Postmarks do not count towards the deadline.)

EVENT FACTS

Event Organizer

*The Summerlin Council
1910 Spring Gate Lane
Las Vegas, NV 89134
Phone: 702.341.5500
Fax: 702.256.1670
E-mail: summerlinpatrioticparade@summerlincouncil.com

Date

Monday, July 4, 2011

Time

8:30 a.m. Escort & Dignitary Step-Off
9:00 a.m. Parade Main Body Step-Off

Location

The parade will begin at the corner of Hillpointe Road and Hills Center Drive in Summerlin. Participants will travel south toward the Village Center Circle roundabout before heading west on Trailwood Drive. The parade will end at the corner of Trailwood Drive and Spring Gate Lane.

2010 Attendance

More than 35,000

Entries

Traditional parade floats, giant Macy's-style inflatable balloons, bands, musical and performing groups, car clubs, dignitaries and mascots are expected to participate in the parade.

Benefit of Involvement

Exposure in the community, great publicity, community service, goodwill, media coverage, team building opportunities and...showing America you care!

TYPES OF ENTRIES CONSIDERED

*Float

A "Float" entry is considered to be any unit built on a trailer with at least two wheels which is hand-pulled or pulled by a separate vehicle, or a flatbed truck with a minimum display area of 12 feet. Vans, pick-up trucks, cars and buses do not fall into this guideline. Each "Float" entry should be sufficiently decorated (a minimum of 50 percent) to participate in the parade. Entries identifying their business or product must, in the opinion of parade organizers, offer parade audiences an attraction which is entertaining, informative or educational.

*Car Clubs

To maintain the entertainment appeal of this event, a limited number of car clubs representing novelty, antique or very unique modes of transportation will be accepted in the Patriotic Parade main body at the discretion of parade organizers. For staging purposes, only a limited number of car clubs can be accommodated. Car clubs will be selected based on their overall entertainment value. Car clubs are limited to a maximum of 16 vehicles.

*Walking Units

Walking groups must have a minimum of 15 participants in the Patriotic Parade. To make the parade more visually exciting for the audience and to enhance participants' recognition in this event, walking units must walk or march in formation. Because of the limited number of walking groups that will be accepted, parade organizers will be selecting walking groups who offer the most audience appeal (i.e. uniform forward movement versus people simply walking, waving and meandering through the parade route). Although groups certainly are not expected to perform like a fine-tuned military unit, they are required to walk in rows

**The Summerlin Council, the Parks and Recreation arm of the Summerlin Community Master Associations, is dedicated to enriching the community's social, educational and recreational infrastructure.*

or a designated formation. In addition, groups should dress in coordinating attire or costumes and add a prop (like a briefcase, hat or item that represents the organization). And, consider using arm movements or simply clapping along to the beat to tell your story and add to your crowd appeal. Parade organizers are happy to assist you in refining your walking unit for maximum effect. Please feel free to call Traci Giese at 341.5500 to brainstorm creative ideas for your organization.

***Bands, Musical and Performing Groups**

In an effort to improve the continuity and movement of the parade, units may not stop at the parade grandstands or along the route to perform. However, musical and performing groups are encouraged to achieve maximum audience appeal by incorporating music, portable P.A. systems, choreography and props into their forward motion marches and routines.

Although units are no longer allowed to stop to perform, they will be judged while marching through the Grandstand Area. Groups will be evaluated for their formation and presentation, precision, appearance, showmanship and overall crowd appeal in the following categories:

- Best Band or Musical Group
- Best Performing Group

**Parade organizers reserve the right to schedule parade performances as deemed necessary to enhance the overall impact of the parade.*

***Political Entries**

Elected officials who are not running for public office may participate in the Escort and Dignitary Line-up in front of the main body of the parade. The elected official must attend and participate in the parade. He/she cannot solely be represented by his/her staff and/or family.

Elected officials may not campaign for re-election, or for another office, nor may they display any electioneering materials. Those elected officials not running for a public office may ride in the parade with signs and clothing identifying only on their current status. (Signs and clothing must be pre-approved by parade organizers.)

It is the responsibility of the elected officials to provide their own vehicles, preferably convertibles.

***Mascot and Characters**

Mascots and characters applying to participate in the Patriotic Parade are required to appear in costume and ride in an approved motorized vehicle (i.e convertible, float, decorated golf cart, etc.). No trucks are allowed for this purpose.

****Please refer to the Policies and Guidelines portion of this document for rules pertaining to vehicle inclusion in the parade.***

ENTRY DEADLINE, FEES AND ACCEPTANCE

Entry Deadline

All parade applications must be received in-house by The Summerlin Council no later than Friday, May 13, 2011, at 5 p.m. Please note: Postmarks do not count towards the deadline.

Confirmation of Receipt

Each applicant will be emailed a confirmation stating their entry form was received for consideration by The Summerlin Council within 72 hours of its arrival. Any applicant not receiving this confirmation should contact The Summerlin Council at 702.341.5500 immediately. It is the applicant's responsibility to follow-up on their entry submission. Absolutely no applications will be considered after May 13, 2011...no exceptions.

Please note: The email confirming receipt of the application does not guarantee acceptance into the Summerlin Council Patriotic Parade. All applicants will receive a separate letter notifying them if they are officially entered into the parade after review by the parade organizers.

Entry Fees

Non-Commercial	\$25
Commercial	\$50

Non-Commercial Entries are parade units entered by an individual, academic school, non-profit organization, service club or youth group which do not give logo or other significant promotional space to for-profit businesses.

Commercial entries are parade units entered by businesses or corporations.

Where to Send or Deliver Entry Forms

Mail or hand-carry entry forms to The Summerlin Council, c/o Summerlin Council Patriotic Parade, 1910 Spring Gate Lane, Las Vegas, NV 89134. Questions should be directed to 702.341.5500.

Acceptance of Entries

Due to time restrictions, a limited number of parade applications will be accepted to participate in the Patriotic Parade. The Summerlin Council reserves the right to limit the participants of any type of entry to ensure the diversity and quality of The Summerlin Council Patriotic Parade. No entry will be accepted for consideration until all information, fees, and a description and sketch have been received. Incomplete entries will be returned.

Participants in the Summerlin Council Patriotic Parade are expected to reflect the spirit of Independence Day or another theme which, in the opinion of the organizers, is entertaining, informative or educational. All entries must be in good taste and suitable for a family entertainment event.

A description and sketch of any prospective parade entry must be submitted for consideration to the parade organizers, complete with the applicable entry fee. All accepted entries must remain faithful to their descriptions as submitted to the parade organizers for approval. Any major change to an entry after it has met the approval of the organizers must be re-submitted for approval. Unapproved entries arriving on parade day will not be allowed to enter the parade.

All parade applications must be received in-house by The Summerlin Council no later than 5 p.m. on Friday, May 13, 2011. Please note: Postmarks do not count towards the deadline.

Parade organizers will review and approve all prospective entrants prior to the parade to ensure that each parade unit meets its requirements and fits within the overall purpose, intent and spirit of the parade. All applicants will be notified by May 20, 2011, as to their acceptance status.

On June 13, 2011, parade organizers will host a Patriotic Parade Orientation. Each accepted entry should send at least one representative to this meeting to receive pertinent event instructions, their parade assignment number, a diagram of the staging area and a map of the parade route.

Entry fees will be returned for any applicant not accepted to participate in the parade. Entry fees are non-refundable for those units which decline their position in the parade after acceptance.

POLICIES AND GUIDELINES

Vehicles

Vehicles such as commercial and private everyday cars, vans, trucks, buses and other large vehicles will not be accepted in the Patriotic Parade unless towing a float or representing an integral theme to or entertaining element of the parade entry. Vehicle acceptance will be determined by parade organizers.

Entry Positioning

Proper position is important to the diversity and flow of the parade. It is impossible to place everyone at the front of the parade. Parade organizers determine the position of all entries. Each entry must maintain its position throughout the event unless directed otherwise by law enforcement or a parade official.

Parade Movement

The continuity and movement of the parade is considered of paramount importance for the enjoyment of the event. As such, parade organizers have elected to make the Patriotic

Parade a **FORWARD MOTION PARADE**. Therefore, all entries must continue in a forward motion at all times. No units may stop to perform or address the crowds anywhere along the parade route unless your unit is specifically notified to stop by a parade official.

No Campaigning/Expression of Political Views

No political campaigning or advocating, opposing or advertising any political or social issues or person is allowed in the Patriotic Parade. This policy includes all related signs, banners, clothing and audio. Units displaying political advertising will not be permitted to enter the parade line-up. Units discovered to have political or social advertising will be removed from the line-up immediately.

Elected officials who are not running for a public office may ride in the Escort and Dignitary Line-up of the parade with pre-approved signs and clothing identifying only their current status. They may not campaign for re-election, or for another office, nor may they display any electioneering materials.

Safety

All sign bearers should keep about 25 feet away from preceding units. Other units should allow 20 to 30 feet between units to avoid delays.

No articles of any sort may be thrown from moving vehicles or by parade participants to the spectators. This creates a very dangerous situation for youngsters running into the middle of the parade entries and vehicles. Walkers distributing candy or approved novelty items must do so along the curb in a safe manner. Participants who violate this rule may be asked to leave the parade route and will not be allowed in future parades.

All units with a motorized vehicle, towed vehicle or generator must carry a working fire extinguisher.

No spraying of water or other liquids is allowed. This is a liability factor that could result in personal injury or property damage. Personal misting devices are permitted.

Use of fireworks, sparklers, etc. is prohibited.

All parade participants must conform to all entry and exit traffic patterns on event day.

Participants must comply with instructions by the Parade Monitors, the staff of The Summerlin Council and Las Vegas Metropolitan Police Department.

Starting Time

The Escort and Dignitary Parade begins at 8:30 a.m. with the Parade Main Body stepping-off promptly at 9 a.m. A representative for each entry must check in at the registration tent in the staging area no later than 8:15 a.m.

Staging Area

To avoid confusion, inform everyone in your group of your location and staging number assignment prior to event day. All parade entries will meet the day of the event in the staging area located on Hillpointe Road. Shade, port-a potties, and water will be provided to make the pre-event activities as comfortable as possible. Please remember that it is hot out there; take necessary precautions for your group's safety and comfort.

JUDGING AND AWARDS

To be considered for an award, you must check the "yes" box on the parade application form indicating you wish to be judged. Only those entries selected to take part in the Parade Main Body will be judged for a Patriotic Parade award. In an effort to help capture the full-scope of each parade entry, judges will evaluate each eligible entry in two phases: first with a preview in the staging area prior to the start of the parade; and second during the parade from the VIP Grandstands.

Awards will be presented in the following categories:

- Non-Commercial Float
 - 1st place
 - 2nd place
 - 3rd place
- Commercial Float
 - 1st place
 - 2nd place
 - 3rd place
- Walking Unit
 - 1st place
 - 2nd place
- Band or Musical Group
 - 1st place
 - 2nd place
- Performing Group
 - 1st place
 - 2nd place
- Car Club
 - 1st place
 - 2nd place
- Polly Gonzalez Community Spirit Award

Floats will be judged on their originality, use of materials, theme and overall quality and craftsmanship. Walking units, bands and performing groups will be evaluated for their presentation, appearance and showmanship, and overall crowd appeal. The **Polly Gonzalez Community Spirit Award** is given to the community organization whose entry and participants collectively display the best patriotic spirit, enthusiasm and creativity.

TIPS FOR A DYNAMIC PARADE ENTRY

Participants in the Summerlin Council Patriotic Parade are expected to reflect the spirit of Independence Day or another theme which, in the opinion of the organizers, is entertaining, informative or educational. Because this event draws more than 35,000 spectators, make the most of this opportunity for exposure in the community with the following suggestions:

- Begin planning early. Form a parade committee to brainstorm design concepts and create renderings. Identify the materials needed to and costs involved with accomplishing your design goal.
- Go for maximum impact. Be bold, big, unique, colorful and, most of all, entertaining! Consider the use of animation.
- Consider audience appeal. The Summerlin Patriotic Parade is family-oriented and, as such, many children are in attendance. Keep your unit's performance bright and spirited for the entire parade route. Put yourself in "kid mode" and think of what would capture a young imagination.
- Incorporate sound or use a P.A. system in your entry.
- Create a uniformed appearance for your participants. Wear coordinated attire, costumes or use props.
- Don't simply walk or meander through the parade route. Walk in formation and/or add a little choreography to your movement to make your entry more visually exciting for the audience.
- Evaluate the feasibility of the design. Be sure that you can translate your imagined design into a tangible creation...and make absolutely sure that the entry you design can travel the entire parade route.

FYI—Ample parade design ideas, float construction plans and decorating materials may be found by researching the internet. Or contact The Summerlin Council at 341.5500 for ideas and recommendations to make your parade entry a truly memorable one!

Examples of Approved Patriotic Parade Entries

FLOATS



CAR CLUBS





WALKING UNITS



BANDS, MUSICAL & PERFORMING GROUPS



MASCOT & CHARACTERS



OTHER

