



PARADE ENTRY INFORMATION

Saturday, May 20, 2017 • Santa Rosa, California
Parade Steps Off at 10 AM

Welcome to the 123rd Annual Luther Burbank Rose Parade & Festival, Sonoma County's most honored tradition and one of the oldest and largest events of its kind in Northern California.

- To make sure you thoroughly enjoy the parade experience, please read all of these pages carefully. **It is important that the main contact person for each entry communicate all changes to all members of the group prior to parade day such as drop off/pick up locations, timing of parade, changes in parade route, disbandment and awards ceremony.**
- On Parade Day, it is important to have everything you need. If you are prepared, you will not have to worry about being told at the last minute that what you have arranged does not meet the guidelines.
- The following guidelines are designed to make the parade safe, enjoyable and entertaining for all!

THEME 2017: LIFE IN MOTION

LIFE IN MOTION celebrates a healthy community showcasing good healthy living, healthy eating, movement and experiences that enrich our lives. The benefits of an active lifestyle are powerful and motivating and it's easy to see why a **LIFE IN MOTION** is integral to health and happiness for the year ahead! We are confident this will allow for fun, creativity and unique expression for everyone involved. Don't forget your "Roses"!

GENERAL RULES FOR ALL ENTRIES

1. All entries should be decorated or costumed and relate to the Parade Theme: "LIFE IN MOTION"
2. **ROSES:** All entries, except bands, must have at least one rose visible to the judges. Roses may be natural flowers, painted, drawn or sculpted flowers. Entries without roses will be penalized 10 points. Bands wearing roses or otherwise incorporating roses in their entry (e.g. using rose related music) will receive 10 extra points.
3. This is an "all forward motion" parade. Performing groups should choreograph routines to maintain forward motion at the parade pace. No slow cadences allowed.
4. All entrants must conform to the description stated on their application. Any changes must be submitted in writing with a copy of your Entry Application. No changes will be allowed after Wednesday, April 12, 2017. The Parade Committee reserves the right to re-classify applicants.
5. All amplification systems must be noted on application and approved by the Parade Committee.
6. Judging will be done by an accredited judges association selected by the Parade Committee. Parade units can only compete in one category. Each unit will be judged on its overall presentation and the judges' decision will be final. If there is only one entry competing in a class or category, no cash awards will be made in that class or category.
7. No political entries will be accepted. No units displaying political advertising will be permitted to enter the line-up. Units discovered to have political advertising along the route will be removed from the line-up immediately. Currently serving elected officials may be invited to ride in the parade with signs identifying their current status. They may not campaign for re-election, nor may they display any electioneering materials in the parade.
8. **LIMITATIONS:** Only one motor vehicle per entry is permitted, except car and motorcycle clubs who may have up to 4 motor vehicles per entry and self propelled groups may have up to 20 self propelled vehicles per entry. Marching groups are limited to 50 participants. Equestrian entries are limited to 12 horses per entry. **ALL ENTRIES ARE PROHIBITED FROM PASSING OUT ANY WRITTEN MATERIALS, SUCH AS, PAMPHLETS, LEAFLETS OR FLYERS.**
9. All entrants will be checked before entering the parade line. At check-in, any entry which does not conform to this application or these rules, will be disqualified and may not be allowed into the parade and entry fees will not be refunded. Entries depicting violence, drugs, illegal activities, or otherwise deemed inappropriate will be disqualified from judging and will not be allowed into the line-up and entry fees will not be refunded.

GENERAL RULES FOR ALL ENTRIES (continued)

10. Parade orders will be mailed approximately Thursday, April 20, 2017. You will be sent a Parade Route map, your unit assignment, your parade number and staging time. **Please arrange to communicate this to your group prior to parade day.**
11. Your signature on the parade entry form is evidence that you agree to all rules and will abide by those rules and the decisions of the Parade Committee and judges. Further, your signature on the entry form indicates that you agree that the LBR Parade & Festival (Luther Burbank Rose Parade & Festival), its Parade Committee, the City of Santa Rosa, and their associates, employees and agents, are released from any and all responsibility for loss, damage, or injury to any person or property relating in any way to participation in the Parade or Festival.

APPLICATION FEES & DEADLINES

1. **The deadline for entries is 5 PM, Friday, March 10, 2017.** Mail entries to PO Box 11264, Santa Rosa CA 95406 or drop them off at the Office at 5890 Pruitt Avenue, Windsor, CA 95492. Late entries or late completion of initial entry information is permitted, at increased fees, by 5 PM Friday, March 24, 2017. Please see fee details following.
2. Entry fees are not refundable. Once an entry has been accepted into the parade line up, entry fees cannot be refunded. If, for any reason, an entry is not accepted into the parade, fees will be returned.
3. The parade goes on rain or shine. All units must be prepared for rain or cold as well as sun and heat. Unless the Luther Burbank Rose Parade & Festival cancels the parade, all units will be expected to perform and no entry fees will be refunded.
4. Entry fees are as follows:

Non-Commercial Entrants - nonprofit organizations, academic schools, veterans groups and individuals:	
If application is complete by March 10	\$65
Applications received <i>after</i> March 10	\$140
<i>A nonprofit organization is one that is a 501(c) tax-exempt organization. An academic school is one that offers academic programs for grades K-12.</i>	
Commercial Entrants & All Others:	
If application is complete by March 10	\$200
Applications received <i>after</i> March 10	\$350
Equestrian Entrants - 4 Horses and Less:	
If application is complete by March 10	\$35
Applications received <i>after</i> March 10	\$80
Equestrian Entrants - 5-12 Horses:	
If application is complete by March 10	\$65
Applications received <i>after</i> March 10	\$140

COMPLETION:

- An application is considered complete when the following are received:
1. Application form with all information complete, including:
 - Check or money order for application fee, due at time of delivery.
 - Photocopy of insurance, as applicable (Generally, all entries containing animals or a motor vehicle must submit evidence of insurance.)
 2. Applications received after Friday, March 24, 2017 will be considered only as space is available.
 3. Special situations: **ACADEMIC SCHOOLS** may submit as many entries as they wish in one packet for a single fee. Applications received separately require separate fees.

SAFETY RULES FOR ALL

- 1. PARADE PARTICIPANTS MAY NOT THROW ANY ITEM OR ITEMS FROM THEIR UNIT, FLOAT OR AUTO!** Costumed out-walkers may distribute appropriate items such as product samples, to the audience at the curb, but should not encourage the audience to leave the curb or move into the street. NOTE: **DISTRIBUTION OF WRITTEN MATERIAL IS NOT PERMITTED.**
- Parade participants may not jump onto or off of any float or moving vehicle and may not interfere with any other unit in the parade.
- Drivers of any and all vehicles in the parade must have a valid driver's license and be at least 18 years of age. All motorized vehicles must submit proof of liability insurance with entry form.
- Alcoholic beverages are forbidden on any float, in any vehicle, or on the person of any participant. Participants consuming alcohol prior to or during the parade will be removed from the line up.
- Floats must have hand-holds or barriers to secure riders in the event of sudden stops or starts, chairs or seating must be attached to float-bed.
- Floats must be constructed of fire safe materials and must carry fire extinguishers with a minimum rating of 2-A, 10-B:C on the float in the parade. The fire department will be present at the Float Workshop to discuss this. Please contact the Santa Rosa Fire Department (543-3500) for detailed information.**
- All individuals on self propelled and motorized vehicles must wear helmets as the law requires.

SPECIAL RULES FOR SPECIAL ENTRIES

Animals

Livestock, reptiles, wild and domestic animals shall not be in the parade without specific written approval by the Parade Committee. **Entrants are responsible for all animal wastes along parade route and in staging and disbanding areas.** All entries involving animals must provide proof of current insurance with the entry application. Don't forget those roses! (See Rule 2-General Parade & Entry Rules). **EQUESTRIAN ENTRANTS - You must provide a pooper scooper.**

Floats

A float is any fully decorated structure/vehicle that depicts the parade theme. Each float must be decorated over 90% or more of the unit. Floats may be decorated with fresh floral or natural materials or artificial materials. Bonus points will be awarded to floats using predominantly natural materials. Points will be deducted for undecorated truck cabs or tow vehicles. The maximum size of a float is 9 feet wide (8 1/2 feet will fit in a traffic lane to drive to the parade), 60 feet long, and 13 1/2 feet high. Traffic lights and signs overhang the route; care should be taken not to exceed height limit. No persons will be permitted on floats that are not noted on the entry form. A MAXIMUM OF 20 WALKERS may accompany any float. Don't forget those roses! (See Rule 2-General Parade & Entry Rules)

Antique & Classic Autos

These vehicles must be collector quality cars 30 or more years old. Don't forget those roses! (See Rule 2-General Parade & Entry Rules)

Bands & Musical Groups

All musical groups are required to play through the entire parade route. Penalty points will be applied for insufficient playing time. All band units should choreograph their performance for ALL FORWARD MOTION even at judge's stand. Don't forget those roses! (See Rule 2-General Parade & Entry Rules)

Self Propelled vehicles

A self propelled vehicle is one that moves only with the assistance of human power and is not limited to uni/bi/tri-cycles so be creative! (See Rule 7-Safety Rules For All). Don't forget those roses! (See Rule 2-General Parade & Entry Rules)

JUDGING CRITERIA

All entries, except bands, must contain at least one rose, visible to the judges. Ten points will be deducted for entries failing to meet this requirement.

For Floats

25 POINTS maximum for each:

- Design: artistic imagination, color combination, focal point grouping
- Construction Details: Workmanship, material used, lettering, use of natural materials
- General Effect: Beauty and overall effect, audience reaction
- Theme: Communication of theme in design, relation of theme to parade theme

All Units - Penalty Points

A maximum of 20% of available points may be lost for the following infractions:

- Throwing things from unit
- Delay of parade
- Not observing ALL FORWARD MOTION

All Units - Bonus Points

Up to 5 bonus points may be awarded for:

- Encouraging audience participation or response
- All floral or natural decorations
- 100% decorated vehicles (cab or tow vehicle decorated)

PARADE ROUTE

The parade will start at the corner of Sonoma Avenue and E Street and proceed north on E Street, turning left onto 4th Street and travel west on 4th Street to B Street. It will then turn left on B Street heading South to 3rd Street, turning left on 3rd Street, heading East to Mendocino Avenue, then turning right on Mendocino Avenue ending at the intersection of Mendocino Avenue and 1st Street.

SELECTION OF ENTRIES - PLEASE NOTE

In the event more entries are received than can be presented in the parade, selection will be based on complete applications and the information included in your application. Please be as descriptive as possible when you complete the form. The Luther Burbank Rose Parade Committee will give priority to fully-decorated floats, marching bands, costumed/performing novelty or specialty groups, and equestrian units in order to design an entertaining and exciting parade.

PARADE CALENDAR

ENTRY DEADLINE – FRIDAY, MARCH 10, 5 PM

Mail to PO Box 11264, Santa Rosa CA 95406

LATE ENTRY DEADLINE – FRIDAY, MARCH 24, 5 PM

Late Fees Are Required - Please read FEES section

PARADE ORDERS MAILED APPROXIMATELY THURSDAY, APRIL 20

Your place in the line up, parade number, division assignment, staging location, special information and a map will be mailed to you. Please make arrangements to communicate all information to everyone in your group.

MANDATORY PARADE ENTRANTS MEETINGS

TUESDAY, MAY 2 or THURSDAY, MAY 4, 6 PM

Location to be determined. This is a good time to get your questions answered: about staging, judging, the parade route and disband directions. It is best to send just one representative. You may attend any one meeting

The Luther Burbank Rose Parade & Festival would like to thank the following businesses for their past support of the parade and festival. A special thank you to the Ratto and Trione Families for their support and enthusiasm for our community.



Santa Rosa Recycling & Collection, Inc.

www.unicycler.com



LOWEST PRICE. LOCAL ADVICE.



*****PRE-ORDER A DVD OF THE PARADE*****

Help support the Rose Parade by pre-ordering a professionally edited DVD of the 2017 parade, filmed and produced by the YSN 365 Network. DVDs are \$17 each plus \$3 handling/shipping for 1 to 3 DVD's. Add \$1 shipping for each additional DVD ordered. DVD(s) will be shipped approximately three weeks after the parade. Pre-order on the Parade Application.

LUTHER BURBANK ROSE PARADE & FESTIVAL

Saturday, May 20, 2017

PARADE - 10:00 AM

The parade steps off at the corner of Sonoma Avenue and E Street and proceed north on E Street, turning left onto 4th Street and travel west on 4th Street to B Street. It will then turn left on B Street heading South to 3rd Street, turning left on 3rd Street, heading East to Mendocino Avenue, then turning right on Mendocino Avenue ending at the intersection of Mendocino Avenue and 1st Street.

COMMUNITY FESTIVAL - 11:00 AM to 4:00 PM

Please join us after the parade in Courthouse Square for a fun family festival filled with activities for all ages including food booths, activities for the kids, live entertainment, nonprofit organizations and much more!

AWARDS CEREMONY 2:30 PM

Community Stage in Courthouse Square

This year's Awards Ceremony will be held on the Community Stage in Courthouse Square at the Festival. All categories will be announced.

NOTE: Equestrians will be awarded at the end of the parade by the Equestrian Judge at the City Hall Parking Lot.

The complete list of winners will be posted on our web site at www.roseparadefestival.com and communicated via email following Parade Day

ENTRY CATEGORIES

FLOAT CLASSES & AWARDS OFFERED

Commercial Float

First & Second Place Awards

Nonprofit Float

First Place: \$500 & Award
Second Place: \$400 & Award
Third Place: \$300 & Award
Fourth Place: \$200 & Award
Fifth Place: \$100 & Award

SPECIALTY CLASSES & AWARDS OFFERED

Costume Required

First & Second Place Awards offered in each class

Costume Group - Adult	Costume Group - Youth
Cultural Dance	Cultural Music
Heritage Costume	Other Cultural Display
Antique or Classic Auto	Color Guard Adult
	Color Guard Youth

BAND CLASSES & AWARDS OFFERED

Non-School Band

First & Second Place Awards

School Band

Band..... First Place: \$100 & Award each Class
Second Place: \$65 & Award each Class

(Out of County Entries May be Classed Separately)

MARCHING CLASSES & AWARDS OFFERED

Team & Group Classes

Indicate whether Non-School or High, Middle or Elementary Age Level

Drill Team	First Place: \$65 & Award
	Second Place: \$25 & Award
Majorette Group	First Place: \$65 & Award
	Second Place: \$25 & Award
Flag Team	First Place: \$65 & Award
	Second Place: \$25 & Award
Identification Group	First & Second Place Awards

(Out of County Entries May be Classed Separately)

Individual Band Competition Classes

First & Second Place Awards offered in each class

Drum Major Military

Drum Major Mace

Drum Major

NOVELTY CLASSES & AWARDS OFFERED

Costume, decorations and theme required, humor recommended

Commercial Novelty Group

First & Second Place Awards

Nonprofit Novelty Group

First Place: \$65 & Award
Second Place: \$25 & Award

SELF PROPELLED CLASSES & AWARDS OFFERED

Individual First Place: \$65 & Award
Second Place: \$25 & Award

Group First Place: \$65 & Award
Second Place: \$25 & Award

MILITARY & VETERANS CLASSES & AWARDS OFFERED

~ HONORING ARMED FORCES DAY ~

Please indicate whether active or reserve for proper placement in line up.

First & Second Place Awards offered in each class

Military/Veterans - Color Guard

Veterans Group - Other

EQUESTRIAN CLASSES & AWARDS OFFERED

(Ponies competing with Horses)

First & Second Place Awards offered in each class

First Place Individual & Nonprofit also receive \$65

Mounted Working Western	Mounted Fancy Dressed Western
Mounted Authentic Novelty	Mounted Native American Costume
Mounted Arabian Costume	Mounted Silver
Mounted Color Guard Open	Mounted Color Guard Junior
Mounted Group	Mounted Matched Pair
Horse Drawn/Pony Drawn Vehicle	Mounted Other

Future Horseman (Jr - can be lead line 1-8yrs)

Pooper Scooper

First, Second, and Third Place Awards offered

SPECIAL AWARDS

Sweepstakes Award: Best Unit in the Parade

Henry Trione Award: Best Overall Equestrian Entry

John Bugbee Memorial Perpetual Trophy:

Best County High School Entry

Thomas P. Keegan Award:

Best Entry Using Local History

Best Use of Roses

Best Use of Theme

Best Use of Recycled Materials

Best Use of Color

Best Tribute to Luther Burbank

Luther Burbank was very famous for inventing over 800 strains and varieties of plants. Honor his legacy by showcasing his inventions and/or experiments by tying your entry theme around his life's work and win the Best Tribute to Luther Burbank award.

Luther Burbank
**ROSE
PARADE**
& Festival

PO Box 11264
Santa Rosa CA 95406
www.roseparadefestival.com
Info@roseparadefestival.com

2017 Theme: LIFE IN MOTION
SATURDAY, MAY 20, 2017

If you want to know, you have to go!

*****ENTRY DEADLINE: FRIDAY, MARCH 10, 2017, 5 PM*****

The 123rd Luther Burbank Rose Parade & Festival



Special thanks to the Ratto and Trione Families for their continued support of the parade and the community.