

Aloha Festivals Floral Parade 2010 Specialty Application (Deadline 6/30/10)

This is an application for participation in the 2009 Aloha Festivals Floral Parade. This is designed to provide Aloha Festivals with important information about your organization's proposed involvement. If your group is accepted the information on this form will be used for production and planning purposes.

Please include complete information that is typed or printed clearly so that we can properly represent your organization. You may attach additional sheets if necessary.

Aloha Festivals reserves the right to accept or reject any unit application.

All "new" applicants are required to submit a brief performance in VHS or Video CD format to complete the application. Returning applicants are required to submit a photo to complete the application. Incomplete applications WILL NOT be considered.

Please include any additional materials with your application that you deem necessary, including press packages or news clippings. Materials will not be returned.

Name of Organization: _____

Unit Name—as it will appear in print: _____

Unit description—please provide detailed explanation of theme, costuming, props, etc.: _____

Does your unit use music: Yes: _____ No: _____

If YES, what type? Live: _____ Recorded: _____

Sound system/equipment description*: _____

Presentation-mode of traveling: _____

Marching formation—number of rows and marchers per row: _____

Transportation—number, size, and type of vehicles used to transport band to Parade site: _____

Music—to be played during Parade: _____

* System must produce between 80 and 100 decibels and use a Digital Audio Tape (DAT) or CD with continuous looping tape. Audio must be provided for pre-parade AF approval.

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Participation—have you participated in other Parades? If yes, which ones and what years: _____

History—please provide a brief history or noteworthy details about your organization: _____

School Population: _____

Director’s Name: _____

Assistant’s Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Contact Phone: _____

Fax: _____

(Organization’s name)

If selected, agrees to participate in the 2010 Aloha Festivals Floral Parade in Honolulu, Hawaii on Saturday, September 25, 2010. In consideration for being accepted as a participant, we irrevocably grant Aloha Festivals the exclusive right to use in any media our name, likeness, photos or reproduction of our performance for any purpose including promotion, advertising or otherwise.

X _____
Authorized Signature *Date*



ALOHA FESTIVALS

Mahalo for applying to the Aloha Festivals Floral Parade!

After you have finished completing the application, please submit it to:

Kimo Keawe, 2010 Parade Chair
150 Hamakua Drive, #810
Kailua, HI 96734
(808) 723-5276
Email
kimo@sot-hi.com
www.alohafestivals.com



ALOHA FESTIVALS

Kimo Keawe, Parade Chair • 150 Hamakua Dr, #810 • Kailua, HI 96734 • (808) 723-5276
Email: aloha.festivals@waikikiimprovement.com • Website: www.alohafestivals.com

ALOHA FESTIVALS FLORAL PARADE 9:00 a.m., Saturday, September 25, 2010

Mele 'Ailana *"Celebrate Island Music"*

GENERAL INFORMATION & PARADE RULES

Mahalo a nui loa for participating in a great tradition in Hawai'i. Begun in 1947, the Aloha Festivals Floral Parade has, in recent years, been ranked within the top 3 floral parades and top 25 parades held in the United States. The pride we take in our parade – and its national ranking – is due entirely to the many volunteers and participants who have made this event truly great.

Consisting of brilliant floral floats, magnificent equestrian pa'u and mounted units, marching units, drill teams, clowns and a variety of novelty entries, the success of the Aloha Festivals parade is due to our tireless volunteers who share the dignity of our heritage, the beauty of our home, and the Hawaiian traditions of kokua and aloha with our neighbors, friends, family, kama'aina and visitor alike.

The rules of the parade are made for your safety and the safety of others. We appreciate your participation and cooperation.

– *The Parade Committee*

I. GENERAL INFORMATION

- A. **FEE** – A fee of \$100.00 will be assessed to any entry that fails to notify Aloha Festivals, in writing no later than **August 1, 2010**, to withdraw from the Floral Parade. Entries that fail to comply with any and all rules stated in the Aloha Festivals Floral Parade packet and/or given verbally, the day of the parade, by an official Aloha Festivals representative will also be assessed with the understanding that **Aloha Festivals reserves the right to refuse future participation.**
- B. **OFFICIAL SPONSORS** – Aloha Festivals Sponsors invited to participate in the parade must complete sponsor form and have all signage approved by Aloha Festivals.
- C. **Parade Chairperson** – The Aloha Festivals Parade Committee Chairperson is selected annually and he/she is approved by, and responsible to the Festivals' Board of Directors. The Parade Chairperson appoints his/her own committee and sub-committees for positions and duties deemed necessary.
- D. **Parade Monitors** – together with the Parade Chairperson, the Aloha Festivals have the official responsibility for and discretionary authority over, all parade functions and participants.
- E. **Theme** – Each January, the Board of Aloha Festivals announces the theme of the annual state-wide festival and floral parade. This year's theme is "**Mele 'Ailana**" – Celebrate Island Music.

GENERAL INFORMATION (Continued)

- F. **Parade Route** – The parade route extends over a course approximately 3.5 miles; beginning at Ala Moana Park, it proceeds in a Diamond Head direction down Ala Moana Boulevard to Kalakaua Avenue and continues down Kalakaua to the official parade terminus at Kapahulu Avenue.
- G. All Parade participants are encouraged to wear the official 2010 Aloha Festivals Ribbon during the parade. For ordering ribbons, please contact Tina at 923-0407 or tyamaki@hawaiihotels.org. For maximum exposure, ribbons should be placed on the left chest or left sleeve area.
- H. **Starting Time** – 9:00 a.m., Saturday, September 25, 2010.

II. ENTRY CLASSIFICATION & RULES

A. CLASSIFICATION

1. **Floats** (see also, Appendix I – Float Rules & Regs.)
 - a) Competition
 - Commercial
 - Non-Commercial
2. **Equestrian** (see also, Appendix II – Equestrian Rules & Regs.)
 - a) Non-Competition
 - Pa'u Marshal Unit
 - Pa'u Queen Unit
 - Special Units
 - b) Competition
 - Pa'u Units
 - Private Mounted Units
 - Pooper Scooper Units
3. **Bands, Marching & Specialty Units** (see also, Appendix III – Marching & Specialty Units Rules & Regs.)
 - a) Non-Competition
 - Military Band
 - Marching Performance
 - Special
 - Drill Team, including School ROTC
 - School Band
4. **DEADLINES**

- **Equestrian Application – June 30, 2010**
- **Halau / Dance Troupe – June 30, 2010**
- **Float Application – June 30, 2010**
- **Band Application – June 30, 2010**
- **Marching Application - June 30, 2010**
- **Dress / Description of Pa'u unit and Pooper Scooper – July 15, 2010**
- **Horse Trailer Application – August 1, 2010**
- **Script Form / Information Deadline – August 20, 2010**
- **All Parade Participants Meeting – August 25, 2010**

Each application will be reviewed. The Parade Committee will advise applicants of acceptance or rejection no later than **July 16, 2010**. **THERE WILL BE NO EXTENSIONS TO THE STATED DEADLINES.**

ENTRY CLASSIFICATION & RULES (Continued)

B. SPECIAL NOTES

1. The Parade Committee determines parade size.
2. Minimum participation for marching units of a single organization or group will not be less than 50 persons. Exceptions for "Official Sponsor" Banner units.
3. Maximum participation of a single sponsor, organization or group will not exceed 500 persons regardless of unit configurations. No exceptions!
4. Should a sponsor desire a multi-unit group be kept together, all consideration will be given by the Parade committee.
5. Participation in the Aloha Festivals Floral parade is by invitation only. All participants must abide by the rules and regulations established by the Aloha Festivals Parade Committee.
6. Violation of Parade Rules may, at the discretion of the Parade Chairperson, result in suspension from the parade and/or from future participation.
7. **ALL NEW ENTRIES ARE REQUIRED TO SUBMIT A BRIEF PERFORMANCE IN VHS OR VIDEO CD FORMAT WITH ITS PARADE APPLICATION SHOWING THE GROUP'S PLANNED PARADE ROUTINE. RETURNING APPLICANTS ARE REQUIRED TO SUBMIT A COLOR PHOTO WITH A BRIEF DESCRIPTION OF THEIR PERFORMANCE ROUTINE TO COMPLETE THE APPLICATION. INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.**

II. PARADE RULES

For your safety and comfort, the benefit of spectators and television viewers, and toward the continued excellence of the Aloha Festivals Floral Parade, the following rules must be followed closely:

- A. Persons may not accompany an entry on foot unless they form an integral part of that entry. Persons allowed must not detract from the entry in any way and the Parade Chairperson will determine compliance. Uniforms and/or coordinating colors are required for **ALL** participants including booster groups/escorts.
- B. Participants **MUST** keep position assigned to them in the parade formation area and throughout the parade to its official terminus unless directed otherwise by an official parade monitor. **NO EXCEPTIONS.**
- C. During the parade, a distance of approximately 60-feet must be maintained between all units unless otherwise instructed by a Parade Monitor. Should the parade stop, close the gap to 30 feet. Reestablish the 60-foot spacing when the parade begins again.
- D. Floats may stop **ONLY** if the unit ahead stops or if instructed to do so by a Parade Monitor. Drivers may not stop or deviate from the straight, forward progress of the parade route.
- E. **FLOAT BREAKDOWNS:** should a float break down, 3 minutes are allowed to restart the engine, if a float cannot be restarted within 3 minutes, a tow vehicle will be summoned and the parade will be instructed to continue around that entry.
- F. Bands and Specialty Units engaging in counter marches or other trick maneuvers may not delay the forward progress of the parade.
- G. There is no food service in the formation area. Eat a good breakfast before assembling and keep hydrated. However, please remember that the parade route is a long, slow, 3.5 miles without restrooms.

PARADE RULES (continued)

- I. Float entry passengers **DO NOT DISEMBARK FROM YOUR FLOAT** along the parade route unless absolutely required because of illness or other emergencies. Notify a Parade Monitor if an emergency arises.
- J. **ALL PARADE ENTRANTS - DO NOT THROW FLOWERS OR OTHER OBJECTS TO BYSTANDERS.**
- K. **ENTRY COORDINATOR/CONTACT PERSONS** are responsible for making all rules and regulations relevant to your parade entry available to, and understood by, the participants.

II. MANDATORY PARADE PARTICIPANTS MEETING

Parade formation details will be issued at the annual Parade Participants Meeting on **Wednesday, August 25, 2010**, 6:00 p.m., Mission Memorial (Next to Honolulu Hale).

A representative from each entry must check in with his/her respective Parade Committee Chairperson – Float, Equestrian, Halau / Dance Troupe, Bands, and Specialty Units – prior to the meeting.

Failure to attend may, at the determination of the Parade Committee and Parade Chairperson, affect your entry's participation in the parade.

Any questions, call: Kimo Keawe, Parade Chair at: (808) 723-5276 or email him at:
kimo@sot-hi.com



ALOHA FESTIVALS

Kimo Keawe, Parade Chair • 150 Hamakua Dr, #810 • Kailua, HI 96734 • (808) 723-5276

Email: kimo@sot-hi.com • Website: www.alohafestivals.com

ALOHA FESTIVALS FLORAL PARADE

9:00 a.m., Saturday, September 25, 2010

Mele 'Ailana "Celebrate Island Music"

APPENDIX III

MARCHING & SPECIALTY UNITS RULES & REGULATIONS

The sequence of the parade is extremely important. Therefore, **NO STOPPING OR SLOWING** will be allowed except by direction of the police or an official parade monitor.

I. GENERAL INFORMATION

An organized group of people traveling the parade on foot and in costume/uniform and in unison can qualify as a marching unit. Generally, marching units are limited to bands, color guard units, drill teams, military, fraternal, civic, social and religious groups. The group must be in good physical condition as the parade route is approximately 3.5 miles and lasts about two hours.

- A. **ALL UNITS ARE REQUIRED TO CHECK IN BY 7:00 A.M. ON THE DAY OF THE PARADE.**
- B. Units must maintain a distance of 60–feet between themselves and the unit preceding.
- C. Designated assembly areas will be assigned at the mandatory Parade Participants meeting on **Wednesday, August 25, 2010**. Units not represented at the Parade Participants Meeting may, at the discretion of the Parade Director, be disqualified from participating in the 2010 Aloha Festivals' Floral Parade.
- D. All Parade participants, except military units, are encouraged purchase and display the 2010 Aloha Festivals Ribbon during the parade.

NOTE: For safety reasons, no band or band member shall play or cause any loud outbursts of noise from their instruments after the 8:00 a.m. stop–play notice is given.

II. CATEGORY/TYPE & RATING

- A. **Non–Competitive**
 - Military Band
 - Marching Performance
 - Special
 - Drill Team including School ROTC
 - School Band

CATEGORY/TYPE & RATING (Continued)

B. Rating Standards:

Although we will not present awards to marching units, they will be rated throughout the entire parade process on the following criteria.

- Adherence to Deadlines
- Promptness
- Behavior
- Performance
- Precision/Alignment
- Unit Appearance
- Showmanship
- Adherence to given direction
- Adherence to Aloha Festivals Theme

IV. POST-PARADE AREA

Specialty units and bands are to cease playing music at the official parade terminus, Kapahulu Avenue (to protect the zoo animals that become alarmed by loud music). Units are to disband as directed by a Parade Monitor.

NOTE: All instructions from official Parade Monitors are to be respected.

NOTE: ALL BANDS, SPECIALTY UNITS, EQUESTRIAN UNITS, AND FLOAT ENTRIES ARE REQUIRED TO OBEY ANY ORDERS GIVEN TO THEM BY PARADE OFFICIALS. FAILURE TO DO SO MAY PROHIBIT UNITS FROM FUTURE PARADE PARTICIPATION.

DEADLINES TO REMEMBER

June 30, 2010	Parade Application Deadline
August 25, 2010	Mandatory Parade Participants Meeting 6:00 p.m. Mission Memorial Hall Next Door to Honolulu Hale.
Sept. 25, 2010	Aloha Festivals Parade



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ALOHA FESTIVALS FLORAL PARADE

9:00 a.m., Saturday, September 25, 2010

Mele ‘Ailana “Celebrate Island Music”

PARADE SCRIPT INFORMATION

Application Deadline: August 20, 2010

(Please specify your participation)

- Sponsor Banner
- Equestrian Entry
- Float Entry
- Marching Entry
- Decorated Vehicle

(Type or Print)

I. UNIT PARTICIPANT INFORMATION

A. _____
Applicant/Unit Name

B. _____
Unit Coordinator/Contact

C. _____
Mailing Address

D. _____
City/State/Zip

E. _____
Telephone: Business Home Cellular Pager

Email

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Please include any additional materials with your application that you deem necessary, including press packages or news clippings. Materials will not be returned.

RELEASE PERTAINING TO ALOHA

FESTIVALS ACTIVITIES

In consideration of being permitted to participate in any Aloha Festivals event (the "Activity"), I hereby release, waive, and discharge Aloha Week Hawai'i, Inc., a Hawai'i corporation, dba Aloha Festivals, its affiliates, subsidiaries, officers, directors, employees, agents, servants, attorneys, insurers, and persons employed or engaged by them, as well as their respective heirs, personal representatives, successors and assigns, hereinafter collectively called "Aloha Festivals" from any and all claims and/or liability to me, my spouse, legal representatives, heirs, personal representatives, successors and assigns, for any and all loss, damage or injury, and any claim or damages resulting thereof, on account of injury to my person or property, whether caused by the conduct or negligence of Aloha Festivals or otherwise, while I am conducting such Activity.

I expressly agree that this Release is intended to be as broad and inclusive as permitted by the laws of the State of Hawai'i, and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

I am executing this agreement for myself, my spouse, legal representative, heirs, personal representatives, successors and assigns.

Signature

Print Name

Date

Revised 3/31/10



ALOHA FESTIVALS

PHOTO RELEASE FORM

As an entrant in the 2010 Aloha Festivals Floral Parade we are aware that our entry may be photographed by professional photographers along the Parade route.

We hereby grant to Aloha Festivals the right to use the photographs of our entry or any likeness thereof in the pursuit of its promotional efforts and waive any rights to compensation for this use in perpetuity.

_____ Signed	_____ Title	_____ Date
_____ (Business, Organization, School, etc.)		_____ (Daytime Telephone)
_____ (Address)	_____ City/State	_____ Zip Code

**P.O. Box 15945 • Honolulu, Hawai'i 96830-5945 • Ph: 808.391-8714
Fax: 808.923-2622 • email: aloha.festivals@waikikiimprovement.com •
website: www.alohafestivals.com**

To foster the Aloha Spirit through the perpetuation of the Hawaiian culture and the celebration of the diverse customs and traditions of Hawai'i