

UKROP'S - SUPERVALU CHRISTMAS PARADE

RULES AND REGULATIONS

GENERAL INFORMATION

1. The parade will begin near the Science Museum on Broad Street and will proceed east towards downtown Richmond, turning left on 7th Street where the Parade will conclude.
2. The 2009 theme for the parade is "Celebrating Metro Richmond's Charitable Spirit"
3. The Parade will be held RAIN or SHINE.
4. All units must submit a completed application with fee and have permission to participate in the Parade. All applications must be postmarked no later than **Friday, October 30, 2009**.
5. The appropriate entry fees will be due with the application. Once accepted, your check will be deposited.

ENTRY FEES

Corporate Units \$500	Professional Associations \$350	Nonprofit Units (501-C3 only) \$150
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6. Corporate recognition, or overt representation, of any kind within a unit will designate that unit as a Corporate Unit.
7. Receipt of application does not guarantee acceptance in the Parade. You will be notified via email on or before October 30^h if your unit is accepted. **An email of your script must be received by November 20, 2009.**
8. In mid-late November, you will be sent limited parade permits to enter line-up area. This permit must be displayed. **Any vehicle without the permit will not be permitted to enter line-up area.**
9. In order to meet the broadcast time restraints, the Parade Committee is forced to limit the number of participants. The following is a list of those units NOT ACCEPTABLE as Parade entries:

- Any Automobile/Car Clubs
- Marching Units with Artificial Sound
- Athletic Clubs
- Non-performing Walking Groups/Individuals
- Decorated Trucks, Cars, or Trolleys
- Commercial Vehicles
- Boy/Girl Scouts
- Beauty Pageant Winners

10. Since many organizations are similar, the Parade Committee is forced to limit the number of similar groups accepted. The following is a list of those types of groups and the limitations:

Bands	Limited to 12
Clowns	Limited to 5
Horses	Limited to 5
Skating/Bicycling Groups	Limited to 3
Majorettes/Drill/Dance	Limited to 4

11. All units must reflect a Holiday theme, or the theme chosen by the parade committee, and must not be predominantly commercial in nature. Organizations may display their names and greetings only on their unit and not on any other vehicles.
12. **No materials of any sort (candy, toys, leaflets, etc.) are to be thrown or otherwise distributed from the floats or any other unit. Violations of this rule will result in the removal of the unit from the Parade, and the violating group will not be allowed in the next year's Parade.**
13. It is your responsibility to arrange the pick-up of all float riders, band members, etc. from the disband area located in the parking lots near the Richmond Coliseum
14. Please refrain from the use of alcoholic beverages before and during the Parade. Anyone disobeying this rule will be removed from the Parade. The entire unit could be removed at the discretion of parade officials.
15. **Any vehicles needed by a unit will be provided by the Parade. There will be no extra vehicles following any units.**

16. Your unit must look exactly as described and accepted in your application. Any unauthorized changes or additions (including additional vehicles) to your accepted application may cause disqualification of your unit at the time of the parade.
17. Any walking units should be aware that the street could have some residual dirt or debris and should take any precautions necessary.

HORSES:

1. Any unit and/or other animals **MUST** make arrangements to have animal droppings “scooped” immediately. Please, no autos or trucks should be used for picking up the droppings. Droppings may not be dumped at the disband area!

DAY OF THE PARADE

ALL UNITS:

Please be **PROMPT!** Tardiness will cost your participation in the Parade. You should arrive at your assigned time, which will be listed in your final Parade orders letter. Enter the Department of Motor Vehicles (DMV) from Leigh Street (behind DMV); enter Leigh Street from the Boulevard. **DO NOT** attempt to enter the DMV from Broad Street, as it will be closed, and the police are instructed to allow no one to enter from that point.

1. All groups **MUST** assemble prior to arriving at DMV and enter as a **SINGLE GROUP**. Under no circumstances will individual group members be permitted to enter the area. Groups or volunteers must park at the VCU lot at the end of the parade route. Buses are available from 7 a.m.-9 a.m. to bring individuals to the Science Museum staging area.
2. **Space is limited at the formation area, and only those vehicles with the official parking permits will be allowed to enter.**
3. **ALL UNITS MUST KEEP THE PARADE MOVING AT ALL TIMES!** Please remember that unless directed by Parade Officials or a Police Officer there is to be **NO STOPPING!**
4. The Parade will be held **RAIN OR SHINE**. Dress warm, be safe and have fun!
5. Roll call of all units will be conducted at 9:30 a.m., once this is complete, any unit that has not arrived will be eliminated from the parade. Parade will step off at approximately 10:00 a.m.

CONTACT INFORMATION

Ukrop's - Supervalu Christmas Parade
5306 Caledonia Road
Richmond, VA 23225

Phone: (804) 788-6478 Information/Voice Mail number
FAX: (804) 788-6477
Email: info@richmondchristmasparade.org
www.richmondchristmasparade.org

FLOATS

NOTE: Building your float will cost your organization time and money. The parade has professional float builder contacts which can build a float to your needs. This cost is typically comparative to doing it yourself but gives your organization the added benefit of time and allows your organization to have sponsorship benefits.

DESIGN:

1. The first step in planning any float is to thoroughly read all of the information concerning entry fees, deadlines, transporting the float and most importantly, safety requirements and parade rules and regulations. The next step is to borrow a float trailer, which will determine the size of the float. In general each float must be completely covered on all exposed parts, including the wheels of the vehicle. Floats should be constructed and decorated so that either side is equally appealing.
2. In all phases of float design, try to keep the format as fun and as eye appealing as possible. If the theme is humorous make sure that no one can be offended by it. All floats must reflect the **theme** and **must not be predominately commercial in nature**. All entries **MUST** send a picture or sketch of the unit with the application. If a picture or sketch is not received the application will be **RETURNED!** Floats not meeting standards for appearance will **NOT** be allowed in the Parade.
3. No unit other than the float designated by the Parade Committee as the "Official Santa Float," may have any individuals dressed as Santa or Santa-like figures or representation.
4. All floats must be complete and available for inspection by the parade officials by **Monday, November 30, 2009**. Please indicate on application where float will be located at that time.

BUILDING SPECIFICATIONS:

1. The maximum dimensions of unit shall not exceed: Length- 36 feet; Height - 14 feet; Width - 12 feet
2. No part of the frame, when fully decorated and loaded can be lower than 6 inches from the ground.
3. The deck must be entirely covered with a decorative material. To calculate the amount of material needed, calculate the length times the width of each differently colored area.
4. All props and structures on the deck must be fireproof, be of sound construction and be professional in appearance. It is recommended that everything attached to the deck be covered with floral sheeting (or a similar type material.) Props should be shaped by cutouts, plywood or wallboard. Forms should be covered with chicken wire using brads, nails, staples, etc. The decorative covering should then be cut and stapled, pinned or hog-ringed to cover the prop. The amount of decorative material used for covering flat areas is figured the same was as the deck covering.
5. The skirt should consist of the floral sheeting or other decorative material. Festooning and fringe should be used on the skirt to outline form and shape. Petal festooning should be used to cover the fringe line, where the skirt ends, to the white header of the fringe. Festooning is also ideal for wrapping poles, creating canopies, or forming letters in any script. Calculate the total length of the skirt in linear yards by adding both ends and both sides of the skirt.
6. Floats may bear the name of the organization/business and the name of the theme depicted by the float. All signs must be of high quality and easily readable to spectators.
7. Letters on each float should fit into the overall size context of the float. In most cases, the letters should be no more than 14 inches high. Size of logos should be uniform with other words displayed on float.

8. **GENERATORS:** All generator ground wires should be in compliance with SECTION 150.6 of the National Electrical Code. All electrical lines should be fused on larger than 15 amps. All generators **MUST** have gas tanks of sufficient size to supply unit for duration of Parade. There will be no refueling during the Parade.
9. All floats must adhere to the following Fire Regulations:
 - Pass final inspection by City Fire Marshall.
 - Furnish the inspector with a certificate from the party performing the flame-proofing and a listing of the materials used. If using pre-packaged flame retardant materials, please retain the certificate from the package.
 - **EACH FLOAT MUST ALSO BE EQUIPPED WITH A MINIMUM - ONE TEN POUND ABC TYPE FIRE EXTINGUISHER.**
 - Fire proofing decisions are made at the discretion of the City Fire Marshall; the parade committee has no authority over these decisions.

For additional information, refer to Section F-1602.0 of the BOCA basic Fire Prevention Code. If you have further questions, please call the Richmond Fire Dept. at 780-6333.

10. Sufficient wheel and dolly clearance shall be incorporated such that no interference with the chassis, or any associated structure, will occur during any mode of the operation of the float.
11. If there is music on the float, it must be kept at a very low volume.
12. Float materials may be purchased directly from *Mr. Dick McClure (local float builder) at 6004 Ellis Avenue, Richmond, VA 23228, Home: (804) 266-6808 Work (cell): (804) 399-1531.*
13. **If you would prefer to have a float professionally built for your company, contact the parade office at (804) 788-6478 or info@richmondchristmasparade.org. The cost for float packages range from \$2,500 to approx \$7,500 (including parade fees).**

FLOAT RIDERS AND WALKERS:

1. For floats which have standing riders, seat belts or safety railings must be incorporated. Flooring must have adequate strength to safely hold all riders. No sharp projections shall be present about the perimeter of the float from a height of ground level to seven feet above ground.
2. Float riders should be used only when they serve a useful function to the overall theme of the float and must be constructed appropriately to fit that theme. **No arms or legs are to hang off the side of the float. All riders MUST stand or sit in the middle of the float.**
3. Any float riders under 12 years of age must be accompanied by an adult.
4. Float sponsors may use up to 8 **walkers** with their floats. They must be costumed to comply with the general theme of the float and be spread out along the float.
5. Riders and walkers should not be using cell phones except in an emergency.
6. Riders and walkers should not wear long hanging clothing items such as scarves.

ALL FLOATS MUST:

1. Be complete and ready to go prior to reporting to inspection area.
2. Report at their designated division location by the time designated on your parade orders on the day of the Parade. The pulling unit and driver will remain with the float placement in the Parade by the Parade Official. **No other vehicles are allowed with the float.**