

Luther Burbank  
**ROSE PARADE**  
 & Festival

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



\*\*\*ENTRY DEADLINE: THURSDAY, MARCH 15, 2012, 5 PM\*\*\*

Application Enclosed!

The 118<sup>th</sup> Luther Burbank Rose Parade brought to you by:

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Special thanks to **Henry Trione** for his continued support of the parade and enthusiasm as chair of the LBRP Advisory Committee



# PARADE ENTRY INFORMATION

Saturday, May 19, 2012 • Santa Rosa, California • Parade Steps Off at 10:00 AM  
The Luther Burbank Rose Parade Celebrates...

## “ROCKIN’ ROUND *THE ROSES*”

Welcome to the 118th Annual Luther Burbank Rose Parade & Festival, one of Sonoma County’s most honored traditions and one of the oldest and largest events of its kind in Northern California.

- To make sure you thoroughly enjoy the parade experience, read all of these pages carefully.
- Please review this document and pay close attention to the deadlines and meeting dates.
- 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 2012: “ROCKIN’ ROUND *THE ROSES*”

This year the Luther Burbank Rose Parade & Festival is celebrating with the theme of “ROCKIN’ ROUND THE ROSES” paying tribute to the Classics we all love so much. Rock N’Roll has changed a lot throughout the years and its significance has helped shape the pop culture that we are influenced by today and will be celebrated in this year’s 118th annual Luther Burbank Rose Parade. We ask you to think about the theme and how you can relate it to your entry or your organization.

### GENERAL RULES FOR ALL ENTRIES

1. All entries should be decorated or costumed and relate to the Parade Theme: “ROCKIN’ ROUND THE ROSES”.
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 April 20, 2012. 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.
10. Parade orders will be mailed approximately April 23. 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, Thursday, March 15, 2012.** Mail entries to PO Box 11264, Santa Rosa CA 95406 or drop them off at the Wells Fargo Center for the Arts box office, 50 Mark West Springs Road, Santa Rosa. Late entries or late completion of initial entry information is permitted, at increased fees, by 5 PM Thursday, March 29, 2012. 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 15 .....	\$65
Applications received after March 15 .....	\$140

*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.*

**Commercial Entrants & All Others:**

If application is complete by March 15 .....	\$200
Applications received after March 15 .....	\$350

**Equestrian Entrants - 4 Horses and Less:**

If application is complete by March 15 .....	\$35
Applications received after March 15 .....	\$80

**Equestrian Entrants - 5-12 Horses:**

If application is complete by March 15 .....	\$65
Applications received after March 15 .....	\$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 March 29, 2012 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.**
2. 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.
3. 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.
4. 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.
5. 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. 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 12 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 same Sonoma Avenue and E Street location as last year and proceed north on E Street, turning left onto 4th Street and proceed west on 4th Street then south onto Mendocino Avenue where the parade will disband at 1st Street. Staging will occur on Sonoma Avenue east and west of E Street and on E Street south of Sonoma Avenue. There is no need to request staging near the start of the parade as all staging is located at the beginning of the route.

## SELECTION OF ENTRIES

In the event more entries are received than can be presented in the parade, selection will be based on information in your application form. 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 – THURSDAY, MARCH 15, 5 PM

Mail to PO Box 11264, Santa Rosa CA 95406 or drop off at Wells Fargo Center for the Arts box office, 50 Mark West Springs Road, Santa Rosa

### LATE ENTRY DEADLINE – THURSDAY, MARCH 29, 5 PM

Late Fees Are Required - Please read FEES section

### PARADE ORDERS MAILED APPROXIMATELY MONDAY, APRIL 23

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.

### PARADE ENTRANTS MEETINGS

#### TUESDAY, MAY 1, 6 PM OR THURSDAY, MAY 3, 6 PM

Redwood Credit Union, 3033 Cleveland Avenue, Santa Rosa. This is a good time to get your questions answered: about staging, judging, the parade route and disband directions. It's best to send just one representative. You may attend either meeting.

The Luther Burbank Rose Parade & Festival is pleased to announce the following businesses have already agreed to participate as

**MAJOR SPONSORS of the  
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Special thanks to **Henry Trione** for his continued support of the parade and enthusiasm as chair of the LBRP Advisory Committee

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