



Silver Bells in the City Electric Light Parade Application A Lansing Tradition

CONTACT:

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Parade Coordinator
Silver Bells in the City
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Mindy Biladeau
Coordinator
Silver Bells in the City
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July 1, 2017

Dear Parade Applicant:

Thank you for your interest in being a part of the 33rd Annual Silver Bells in the City by participating in the 21st Annual Electric Light Parade on Friday, November 17 in downtown Lansing.

Silver Bells in the City is a community celebration that draws more than 80,000 people each year from across the state and beyond to kick off the holiday season in Michigan's Capital City.

Silver Bells in the City is broadcast live on FOX47 and local Comcast Channel 12. In 2016, more than 30,000 households tuned in to watch the Electric Light Parade, Lighting of the State Christmas Tree and fireworks over the Capitol dome. The Silver Bells broadcast is a Michigan EMMY® Award-winning program.

The Parade Committee is interested in the most creative and well lit entries as space is limited to 60 entries. We want the brightest and best!

We look forward to reviewing your application.

Warmest Regards,

A handwritten signature in cursive script that reads "Mindy Biladeau".

Mindy Biladeau
DLI Executive Director/Coordinator Silver Bells in the City





A Celebration of lights, the arts and holiday cheer in downtown Lansing

The 21st Annual
Silver Bells Electric Light Parade
Friday, November 17, 2017 — 6:00 P.M.
Downtown Lansing

Downtown Lansing Inc. (DLI)
401 S. Washington Square, Ste.101 • Lansing, MI 48933
Phone: 517.487.3322 — FAX: 517.483.6057 — Email: brittney@downtownlansing.org

- Entry Fee: \$150
Non-Profit 501(c)(3): \$100
Brass Bell Sponsors (\$1,000) or higher: Waived

(A check must accompany your application & be made out to Downtown Lansing Inc.
Checks will be returned to unsuccessful applicants.)

PARADE APPLICATION

(Please PRINT or TYPE to enable us to process completely)

Name of organization or business
Contact person
Address
City State Zip
Telephone: Business Home
Email:

(Please check appropriate entry category)

Band Equine Unit Truck/Equipment
Color Guard Float (music: yes no)
Other (describe)

If you have questions regarding your entry, contact Brittney Reiley at the DLI Office — 517.487.3322.
All entries must be reviewed and approved by the Parade Committee prior to participation in the Parade.
“Silver Bells Electric Light Parade” reserves the right to deny any application.

Past Participants & New Entries MUST BE
Completed and returned by SEPTEMBER 1, 2017 (parade is limited to 60 entries) to:

Silver Bells Electric Light Parade
Downtown Lansing Inc.
401 S. Washington Sq., Ste. 101
Lansing, MI 48933
Phone: 517.487.3322

Successful Applicants Will Be Notified by September 20, 2017

Description of Entry

Must be received by September 1, 2017

(Photograph of entry would be appreciated, if available)

_____ Band _____ Equestrian Unit _____ Truck/Equipment
_____ Color Guard _____ Float (*music: yes _____ no _____*)

(Please Note: No groups of walkers, walking entries or mobile billboards are allowed. Refer to #6 and #9 under Rules and Safety)

Describe entry (If a float, give a detailed description of the theme, how it will be constructed and decorated and what it will look like.) _____

Approximately how many lights? **(5,000 light minimum)** _____

Describe how lights will be used so entry will "dazzle the crowd." _____

Holiday Music only, describe: _____

EXACT size (including towing vehicle or animals):

TOTAL Unit Length + Towing Vehicle (including hitch if applicable) = **Grand Total of Unit** (Max. 53 ft.)

_____ + _____ + _____ = _____
Float Length Hitch Length Towing Vehicle Length Total Length

Width (not to exceed 8'5") _____ **Height** (not to exceed 13'6") _____

Equestrian Entries - Number of horses _____ Number of Transport Vehicles _____
(Clean up is required)

*Requests for wavers over size limits will be reviewed. Check box if needed.

**RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT
SILVER BELLS ELECTRIC LIGHT PARADE**

IN CONSIDERATION of being permitted to participate in the **Silver Bells Electric Light Parade** and/or other activities relating to the Parade in Lansing, Michigan (hereinafter referred to as the "Parade"), I, for myself, my organization, my fellow members of this organization, and their employees, agents, successors, assigns, heirs and next of kin: (hereinafter referred to as the "Parade Entry").

1. HEREBY RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE the Parade, the City of Lansing, Downtown Lansing Inc., the Silver Bells in the City Coordinating Committee, the Parade committee, Parade sponsors and/or all Parade participants and the directors, officers, employees or agents of any of the foregoing (hereinafter referred to as "Releasees"), from all liability to me, my personal representatives, assigns, heirs, and next of kin for any and all loss or damage, and any claim or demands therefore on account of injury to my person or property or resulting in death, whether caused by the negligence of the Releasees or otherwise while I am observing, working for, or participating in the Parade (including, but not limited to, all preparations therefore, the Parade itself, all incidental activities including pre-parade and post-Parade activities, and the return of Parade materials to storage locations);
2. HEREBY AGREE TO DEFEND, INDEMNIFY AND SAVE AND HOLD HARMLESS the Releasees and each of them from any loss, liability, damage, or costs they may incur due to my presence in any way observing, or working for, or participating in the Parade (including, but not limited to, all preparation therefore, participation in the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations), and whether caused by the negligence of the Releasees or otherwise;
3. HEREBY ASSUME FULL RESPONSIBILITY FOR ANY RISK OF BODILY HARM, DEATH OR PROPERTY DAMAGE due to the negligence of Releasees or otherwise while observing, or working for, or participating in the Parade (including but not limited to, all preparation therefore, participation in the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations). I expressly acknowledge and agree that the activities of the Parade (including, but not limited to, all preparation therefore, participation in the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations) are dangerous and involve the risk of serious injury and/or death and/or property damage. I further expressly agree that the foregoing release, waiver, and indemnity agreement is intended to be as broad and inclusive as is permitted by the laws of the State of Michigan, and that if any portion thereof is held invalid, it is agreed that the balance shall in full legal force and effect.
4. **HEREBY AGREE TO PROVIDE PROOF OF COMPREHENSIVE LIABILITY INSURANCE with Contractual Liability Coverage in an amount of not less than Five Hundred Thousand and no/100 Dollars (\$500,000) per occurrence, and/or aggregate, combined single limit for Personal Injury, Bodily Injury and Property Damage, covering my participation in Silver Bells in the City. (PROOF OF INSURANCE TO BE PROVIDED BY YOUR INSURANCE AGENT NAMING SILVER BELLS IN THE CITY DOWNTOWN LANSING INC., AND CITY OF LANSING AS ADDITIONAL INSURED ON THE POLICY)**

I HAVE READ AND VOLUNTARILY SIGN THE RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT, and further agree that no oral representations, statements, or inducements apart from the foregoing written agreement have been made, and that this Release is being relied upon by the Parade in permitting my organization to participate in this Parade. I also represent that I am authorized to sign this document on behalf of my organization.

Name of Parade Entry

Signature

Date

Printed Name

MEDIA RELEASE

I, _____, do hereby consent to Silver Bells in the City, its representatives and any media or other interested party covering any parade sponsored by Silver Bells in the City, the absolute right and permission to use, re-use and publish, and re-publish photographic pictures or video tapes of me or my organization or in which I or my organization may be included, in whole or in part, without restriction as to changes or alterations, due to participation in the "Silver Bells Electric Light Parade", for publicity or educational purposes. Further, I and/or my organization hereby waive and forgo any compensation for my or my organization's appearance on the photograph or video tape, and I and/or my organization hereby release Silver Bells in the City and its staff from any liability arising from the use of the video tape or photograph due to my or my organization's participation in the Parade.

Therefore, I hereby release, discharge and agree to the above.

Name of Organization or Individual

Signed: _____

Title/Position: _____

Date: _____

Witness: _____

Date: _____

SCRIPT INFORMATION FOR MEDIA & ANNOUNCERS

DUE WITH APPLICATION OR NO LATER THAN FRIDAY, SEPTEMBER 22, 2017

The Broadcast Committee of Silver Bells in the City uses script information to write copy for the Electric Light Parade which must be **submitted with your Parade Application (preferred) or before the deadline of September 22, 2017** to Brittney Reiley, Parade Coordinator, via email at brittney@downtownlansing.org or faxed to 517-483-6057.

These scripts will be read on-air during television and radio broadcasts. It is imperative that this information is precise and interesting, with the most important facts first. Assume the viewer or listener knows nothing about your entry/organization. Please keep in mind that this is not a commercial for your organization; this should be a detailed description of your parade entry and opportunity to recognize the hard work of the people who made it happen. The Broadcast Committee reserves the right to edit all script information that does not adhere to these specifications. If no script is received by the deadline, the Broadcast Committee will create a description of your entry. Late submissions may be considered, but are not guaranteed.

Name of Entry _____ Sponsor, if one _____

Number of Lights (Min. 5,000) _____ Number of Parade Appearances _____

How does your entry connect with your organization? _____

What is unique about your entry (raw materials used, size, animation, lights etc.)? _____

How many people were involved in creating your entry? _____ How long did you work on it? _____

Description or history of your organization (100 words or less) _____

List any individuals and their position that should be mentioned in the script (include pronunciations)

Rules, Route and Safety Requirements 2017 Silver Bells Electric Light Parade

ENTRY INFORMATION – We ask that you read the following rules and safety requirements and sign the acknowledgement form stating that you have done so.

1. Due to the live broadcast of the parade, the parade will step off at **6:00 p.m.** on Friday, **November 17, 2017-** RAIN, SNOW or SHINE.
2. The parade will be limited to **sixty (60) entries**, not including marching bands, color guard and official parade units. Entry **applications must be received on or before September 1, 2017.** Previous entrants and event sponsors will have first priority if their unit description assures spectacular lighting.
3. Entries must have entertainment value and demonstrate creative use of lights (clear and/or colored). **A minimum of 5,000 lights is required** for a visible and well-lighted entry. Examples of well-lit lit floats can be provided upon request.
4. **Maximum height** for entries is 13 feet 6 inches from the ground. **Maximum width** is 8 feet 5 inches.
5. **All entries should be properly identified with signs or banners attached to your entry with the organization's name on the entry** so spectators know who you are. **Organization banners may NOT be carried by walkers in the parade with your entry.** This privilege is reserved only for Silver Bells in the City Sponsors.
6. Mobile billboards (for example, Skyline Outdoor) **do not** qualify as a float and will not be permitted in the parade.
7. **THERE CAN BE NO LIVE SANTA OR MRS. CLAUS AS A PART OF YOUR ENTRY.** The Parade Committee will be bringing "The Real Mr. and Mrs. Claus" at the end of the parade.
8. **Equestrian and animal units must provide their own accompanying clean-up personnel and equipment.**
9. All entries must have a truck, trailer, or float mobile unit. **Walkers are not allowed unless they are needed for safety purposes** (i.e. small children are riding on your parade float) and they must be approved by the Parade Committee prior to your entry being accepted into the parade. **All entries will be inspected prior to the start of the parade at the staging area. Entries will NOT BE ALLOWED to participate if walkers are present and have not been approved prior.**
10. **Downtown Lansing Inc. and its Parade Committee reserves the right to reject any entry that is not in good taste, is inappropriate, or is not in the best interest of the enjoyment of the Parade at any time**
11. All parade participants are required to conduct themselves in such a manner as to not infringe on the rights of those people living in and along the staging areas and parade route.

12. There will be no fueling of generators during the parade route or fuel cans (gasoline, fuel oil, etc.) allowed on board parade floats.
13. There will be no live fires on any floats including wood stoves.
14. There will be no vision obstructions to tow vehicles.
15. Electrical problems are a concern and we will be looking for common hazards such as exceeding the number of light strands per manufacturing specifications, faulty extension cords, over current protection, staples in wiring, etc.
16. All children under the age of 18 must have adult supervision.
17. **City Ordinance prohibits throwing or passing out favors, confetti, or giveaways on the parade route. Due to our large crowds and for the safety of small children, this ordinance will be strictly enforced.**
18. In accordance with local fire regulations, every float, motorized or horse drawn entry shall be equipped with a class (A,B,C) fire extinguisher. **All units will be checked for the fire extinguisher.**
19. For your safety, floats/vehicles shall be brought to a complete stop before participants climb on or off the vehicle. Only emergency stops shall be allowed during the parade procession.
20. **The travel speed in the parade route shall be the average walking speed or approximately 3 miles per hour. A distance of at least 25 feet and no more than 50 feet shall be maintained between other entries. Please do everything possible to maintain this distance as large gaps are confusing and hazardous to spectators.**
21. No explosives or fireworks of any kind shall be allowed during the parade. Any entries that are exceptionally noisy (horns, antique muskets, sirens, etc.) must be noted on the application.
22. Responsibility for the disposal of trash and other debris in the staging area and along the route rests with the parade participants. We encourage everyone to keep our downtown beautiful. Those units with animals must clean up any leavings prior to vacating the area. Floats and other entry material shall be removed from the site by 9:00 p.m.
23. ***Proof of Comprehensive Liability Insurance with Contractual Liability Coverage in an amount of not less than five hundred thousand dollars (\$500,000) naming Downtown Lansing Inc. and the City of Lansing as additional insured is a requirement for participation in the parade.*** This is easily obtainable through your current insurer. We will accept emailed or faxed copies: 517-483-6057.

PARADE ROUTE/STAGING AREA

1. The parade route will be through downtown Lansing. The parade will begin at the corner of Lenawee and Washington Square. The route will be north on Washington Square, west on Ottawa, south on Capitol Avenue, back to the staging area. The route is approximately one mile in length and takes approximately one hour.
2. Because of congestion in the staging area, only those vehicles registered in the actual parade will be permitted in the staging area.
3. The parade staging area will be unavailable for parking vehicles that are not in the parade.
4. **Entrants will be sent information on the parade line-up and final staging instructions by Friday, November 3, 2017.** The staging order will also be available at www.silverbellsinthecity.org on Friday, November 3, 2017. This information will tell you exactly where your unit will appear in the parade. **PLEASE DO NOT CALL FOR THIS INFORMATION PRIOR TO NOVEMBER 3rd, AS IT WILL NOT YET BE CONFIRMED.**
5. All parade participants must remain in the designated order through the entire parade.

RULES, ROUTE AND SAFETY ACKNOWLEDGEMENT

I have read, understand and agree to comply with the Rules, Route and Safety Requirements for the Silver Bells Electric Light Parade.

Specifically, I agree that I will maintain a safe distance of at least 25 and *not more than 50* feet between other entries and that I or any member of my group will *NOT throw, toss or otherwise distribute hand-outs or give aways from our entry along the parade route.*

I understand that the Rules, Route and Safety Requirements are imposed to protect the health, safety and welfare of myself, other parade participants, spectators and others and failure to comply with any of the Rules, Route and Safety Requirements may cause danger to myself or others and may cause my organization's removal from the parade and jeopardize my organization's future involvement in Silver Bells.

Therefore, I hereby release, discharge and agree to the above.

Name of Organization or Individual

Signed: _____

Title/Position: _____

Date: _____

Witness: _____

Date: _____