



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

CONTACT:

Holly Rosser
Parade Coordinator
Silver Bells in the City
517-487-3322
holly@downtownlansing.org

Mindy Biladeau
Coordinator
Silver Bells in the City
517-485-3357
mindy@downtownlansing.org

July 1, 2018

Dear Parade Applicant,

Thank you for your interest in being a part of the 34th Annual Silver Bells in the City celebration by participating in the 22nd Annual Electric Light Parade on Friday, November 16, 2018 in downtown Lansing.

Silver Bells in the City is a community celebration that draws more than 65,000 people each year from across the state and beyond to kick off the holiday season in Michigan's capital city.

We collaborate with FOX 47 and Lansing Public Media on a live broadcast of Silver Bells in the City. An average of more than 25,000 viewers over the last three years, have 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/Silver Bells Coordinator





The 22nd Annual
Silver Bells Electric Light Parade
Friday, November 16, 2018 • 6:00 p.m.
Downtown Lansing

Entry Fee: \$150 501©(3) Non Profit: \$100 Brass Bell Sponsor (\$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 (Print or Type)

Name of Organization/Business: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Organization/Business Phone: _____ Mobile Phone: _____

Emergency Contact: _____ Phone: _____

Email (Required): _____

SUBMITTAL & DEADLINE

All entries (past participants & new) must submit a completed application no later than **September 1, 2018** via mail, email or fax to the following:

Downtown Lansing Inc.
Attn: Holly Rosser, Parade Coordinator
401 S. Washington Sq. Ste. 101 Lansing, MI 48933
Phone: 517.487.3322 Fax: 517-483-6057 Email: holly@downtownlansing.org

Successful Applicants Will Be Notified by September 21, 2018

Note: The Parade Committee will review and approve all entries prior to participation in the Electric Light Parade. The Silver Bells in the City Coordinating Committee and Downtown Lansing Inc. reserves the right to deny any application.

DESCRIPTION OF ENTRY

(Provide a photo of entry, if available)

Check Appropriate Entry Category:

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

Note: Groups of walkers, walking entries or mobile billboards will not be approved to participate in the parade. Refer to #6 and #9 under Rules and Safety.

Describe Entry: (Detailed description of theme, what it will look like, how it will be constructed & decorated.)

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

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

If your entry will have music (holiday only), describe _____

Size of Entry (including towing vehicle or animals)

Total (exact size)

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

_____ + _____ + _____ = _____
Towing Vehicle Length **Hitch Length** **Float 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 along route)

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

**RELEASE & WAIVER OF LIABILITY & INDEMNITY AGREEMENT
SILVER BELLS IN THE CITY ELECTRIC LIGHT PARADE**

IN CONSIDERATION of being permitted to participate in the Silver Bells Electric Light Parade and/or other activities relations to the Parade in Lansing, Michigan (hereinafter referred to as the "Parade"), I, for myself, my organization, my fellow members of this organization, 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 Coordinating committee, the Parade Committee, Parade sponsors and/or all Parade participants and the directors, officers, employees or agents of any of the forgoing (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 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, 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, and whether caused by negligence of the Releasees or otherwise;

3. **HEREBY ASSUME FULL RESPONSIBILITY FOR ANY RISK OF BODILY HARM, DEATH, OR PROPERTY DAMAGE** due to negligence of Releasees or otherwise while 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. I expressly acknowledge and agree that the activities of the Parade (including, but not limited to, all preparations therefore, participation in the Parade itself, all incidental activities including pre-parade and post-parade activities, and the of Parade materials to storage locations) are dangerous and involve risk of serious injury 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 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 the Parade. Proof of insurance provided by your insurance agent naming Silver Bells in the City, Downtown Lansing Inc. and the City of Lansing as additional insureds on the policy.

I HAVE READ AND VOLUNTARILY SIGN THE RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT, and further agree that no oral representatives, 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
(Print Name)

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 re-use, publish and re-publish photographic pictures or video tapes of me or my organization or in which my organization may be included, in whole or in part, without restriction as to changes or alterations, due to participation in the "Silver Bells in the City Electric Light Parade," for publicity or educational purposes. Further, I and/or my organization hereby waive and forgo any compensation for me 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 liability arising from the use of the video tape or photograph due to me or my organization's participation in the Parade.

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

Name of Organization or Individual

Signature

Printed Name

Title/Position

Date

Witness Signature

Witness Printed Name

Date

SCRIPT INFORMATION FOR MEDIA & ANNOUNCERS

(Due with application or no later than Friday, September 28, 2018)

The Broadcast Committee of Silver Bells in the City uses script information to write copy for the Electric Light Parade announcers and for the live television broadcast hosts. This information must be submitted with your Parade Application (preferred) or before the deadline of September 28, 2018. Submit script information to Holly Rosser, Parade Coordinator, at holly@downtownlanisng.org.

These scripts will be read by parade announcers along the route, the main reviewing stand and on-air during the television broadcast. It is imperative that this information is precise and interesting, with the most important facts first. Assume the viewer or observer 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 your script is not received by the deadline, the Broadcast Committee will create a script for your entry. Late submissions may be considered, but are not guaranteed.

Name of Entry _____ **Sponsor, if one** _____

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

How does your entry connect with your organization _____

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

How many people worked on your entry _____ **How long did it take** _____

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

Silver Bells Electric Light Parade

ENTRY INFORMATION – Please read the following rules and safety requirements. Then 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 16, 2018**- 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, 2018**. 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 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 give-aways 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.

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 receive an email with information on the parade line-up and final staging instructions by [Friday, November 2, 2018](#).** This information will tell you exactly where your entry will appear in the parade line-up with a map, staging location and arrival time. **PLEASE DO NOT CALL FOR THIS INFORMATION PRIOR TO NOVEMBER 2, 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 feet and not more than 50 feet between another entry and that I/or any member of my organization will NOT throw, toss or otherwise distribute candy, flyers or giveaways 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. The failure to comply with any of the Rules, Route and Safety Requirements may cause danger to others or myself and may cause my organization's removal from the parade and jeopardize my organization's future involvement in the Silver Bells Electric Light Parade.

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

Name of Organization/Individual

Signature

Printed Name

Title/Position

Date

Witness Signature

Witness Printed Name

Date