



ALASKA AIRLINES TORCHLIGHT PARADE



**Alaska Airlines Torchlight Parade at Seafair
2010 Parade Application
July 31, 2010
Seattle, Washington**





Alaska Airlines Torchlight Parade at Seafair A Seattle Summer Tradition!

Thank you for your interest in the 2010 Alaska Airlines Torchlight Parade at Seafair! This year's parade will take place on Saturday, July 31, 2010, beginning at 7:30 p.m.

Everyone loves a Parade! The Seafair Torchlight Parade draws an annual 300,000 on-site spectators with an additional 700,000 television viewers. It is the largest nighttime parade in the Northwest and the most spectacular!

Seafair is thrilled to have Alaska Airlines back for their second year as title sponsor of the Torchlight Parade. Alaska Airlines has been an enthusiastic supporter of the Seattle community and we thank them for their continuing sponsorship!

Application Deadline April 16, 2010

The application deadline is **Friday, April 16, 2010**. Each year we receive more applications than can be accommodated. Those entries meeting all of the Selection Committee's criteria and received by the application deadline will be given first consideration. If your entry is accepted, Seafair will confirm your participation by June 4, 2010. Thank you for your application!



2010 Parade Theme: Celebrate Summer!

Strap on your life jacket, grab your frisbee or golf clubs, and get ready to "Celebrate Summer" at the Alaska Airlines Torchlight Parade at Seafair!

Seafair is proud to celebrate our favorite season in the Pacific Northwest. Come Celebrate Summer with us as we run, march and float through the streets of downtown Seattle at this year's Alaska Airlines Torchlight Parade.

We encourage all parade participants to incorporate elements of our "Celebrate Summer" theme.

**More Parade information can be found at seafair.com
206-728-0123 ext 117 or e-mail us at parade@seafair.com**



SELECTION CRITERIA

Entries which are built, designed or organized in a quality manner and have a **high entertainment value** for our spectators and television viewers.



Entries which use **lights or some form of illumination** (this criteria is strongly encouraged for all units).

Entries displaying a creative, unique use of the selected parade theme: **“Celebrate Summer.”**

Entries displaying **cultural and ethnic diversity**. This is strongly encouraged as Seafair represents more than 24 neighborhood and ethnic communities.

Entries with **experience or previous participation** in other national or regional parades/events.

Should the Torchlight Parade Selection Committee determine that an entry detracts from the basic purpose of the parade, the Committee reserves the right to reject or cancel any entry at any time.

Receipt of this application and processing of entry fee does NOT guarantee acceptance into the Alaska Airlines Torchlight Parade at Seafair.



ENTRY FEES

A \$15 non-refundable processing fee is due in addition to the entry fee. Entry fees should be made payable to Seafair and must accompany the attached application. Accepted entries which cancel after July 9, 2010 will not be refunded the entry fee.

Applications that are not accepted will receive a full refund of the entry fee. All applications received without entry fees will be returned.

NON-COMMERCIAL ENTRIES

\$100

BANDS OR DRILL TEAMS

\$25

COMMERCIAL ENTRIES

*Entries sponsored and/or carrying commercial signage
Contact Seafair for commercial rates
parade@seafair.com*



APPLICATION DEADLINE

April 16, 2010

MAIL COMPLETE APPLICATIONS TO

*Alaska Airlines Torchlight Parade at Seafair
2200 6th Avenue
Suite 400
Seattle, WA 98121*

WRITTEN NOTIFICATION OF ACCEPTANCE
Acceptance letters will be mailed no later than June 4, 2010



Alaska Airlines Torchlight Parade at Seafair Application Tips

Torchlight Night

Seafair is a celebration of community spirit and a wonderful tradition for thousands of Puget Sound area families. The majority of our spectators have been attending the parade since they were kids and are now bringing their own children to this highly-celebrated event. Anticipation begins early in the morning as people line the parade route to save their spots for an up-close view of participants in the Alaska Airlines Torchlight Parade at Seafair. More than 300,000 spectators will take part in this celebration along Fourth Avenue!

Entertainment Value

Entertainment value is an important consideration in the Alaska Airlines Torchlight Parade selection process. Our goal is to provide entertainment for all of our spectators along the entire route including the live telecast area. Please include in your unit description specific things your unit provides in the way of entertainment be it decor, music, crowd interaction and performance.

Unit Description

Please provide 5-7 bullet points describing your parade entry that can be used to assess how well it matches the selection criteria for the parade. These bullet points may also be used to provide the background to write a script for our radio and television partners, for use on parade night, with descriptions of your entry. Please provide the details that showcase your unit's entertainment value and provide the proper background for the parade selection committee. Seafair reserves the right to edit this material when we produce a broadcast script.

Insurance

Evidence of insurance for bodily injury and property damage liability with combined limit of one million dollars is required of all entries. Insurance certificates must have Seafair, Seafair Parade Marshals, Alaska Airlines and City of Seattle listed as additional insured. If you do not have insurance Seafair's Insurance carrier can provide it for the Torchlight Parade at a reasonable rate. Please direct all insurance questions to the Seafair office 206.728.0123 ext 117.



2010 Application

Alaska Airlines Torchlight Parade at Seafair



DEADLINE FOR CONSIDERATION: APRIL 16, 2010

All accepted entries will receive notification by June 4, 2010

Entry Name (For publication purposes) _____

Float Theme _____

Sponsored or Funded By _____

Person In Charge of Entry _____

Mailing Address _____

Work Phone _____ Mobile Phone _____ Fax _____

Email _____

Day of Parade Contact (must be present with unit) _____ Mobile Phone _____

Please select a category below that best represent your type of parade unit:	
Marching Band _____ (\$25 entry fee) Drill Team (\$25 entry fee) <ul style="list-style-type: none"> • Military _____ • Specialty _____ • Dance _____ 	Float <ul style="list-style-type: none"> • Commercial _____ (Contact Seafair for entry fee) • Non-Commercial _____ (\$100 entry fee) • Community/Festival _____ (\$25 entry fee) Equestrian _____ (\$25 entry fee) Specialty _____ (\$25 entry fee)
Are you a previous Torchlight Participant Yes _____ No _____ If yes, how many years: _____ Please list additional parade experience:	Total Number of Participants _____ Indicate any accompanying music: <ul style="list-style-type: none"> • Live _____ • Amplified via speakers _____ • None _____
Please indicate space entire unit utilizes in parade formation: Length _____ Width _____ Height _____	

THE ITEMS LISTED BELOW ARE REQUIRED WITH EVERY APPLICATION

- Application
- Entry fee
- A **detailed** description of entry
- Certificate of Insurance for liability with limit of one million dollars
- (please contact Seafair for a list of "Additionally Insured")
- An 8" x 10" color photograph which clearly depicts your entry or an artistic rendering if float is not yet built.
- (**Bands, Drill Teams, Marching Units**) A VHS video tape or DVD of entry performance

Photos/ videos from previous parades are not kept on file- current materials must be sent with application



Alaska Airlines Torchlight Parade at Seafair Rules & Regulations

1. **Following Instructions:** The Alaska Airlines Torchlight Parade Committee reserves the right to bar or remove from the Parade any entry who refuses to follow all instructions from the Seafair Parade Marshals or Seattle Police.
2. **Committee Approval:** Entries are by invitation only and must be approved by the Torchlight Parade Selection Committee. All dignitaries and celebrities are invited by Seafair only. No requests may be made for these positions. No participants may invite other units to join their unit unless approved by Seafair.
3. **Age:** All parade participants MUST be twelve (12) years of age or older unless approved in writing prior to the parade by Seafair. Those groups approved by Seafair must submit a list of all participants' names and ages under twelve before check-in on parade day. Participants in question may also be asked for valid identification upon check-in. No infants will be permitted down the parade route.
4. **Vehicles:** No additional vehicles (including cars, scooters, marchers, strollers, etc.) will be allowed to accompany units unless deemed essential to the quality of the unit by the Torchlight Parade Selection Committee.
5. **Insurance:** Evidence of insurance for bodily injury and property damage liability with combined limit of one million dollars is required of all entries. Insurance certificates must have Seafair, Seafair Parade Marshals, Alaska Airlines and City of Seattle listed as additional insured. Please direct all insurance questions to the Seafair office.
6. **Materials:** No material (gifts, candy, merchandise, literature, bubbles or other) may be handed out or thrown from participants in the parade (Seattle City Ordinance). This policy will be strictly enforced by the Seafair Parade Marshals and Seattle Police.
7. **Substances:** Consumption or possession of alcoholic beverages or illegal substances before or during the parade is forbidden for any participant.
8. **Spacing:** A spacing of 50 feet between each unit will be enforced by the Parade Marshals. All units are required to close the gap between units when directed by the Seafair Parade Marshals.



9. **Politics:** The parade is not a forum for political points of view nor will entries for specific causes be accepted. Use of partisan political signs or other political material on an entry or improper use of the American Flag is prohibited.
10. **Cancelations:** Entries which fail to appear at the parade without prior notification to Seafair, or entries that do not comply with the rules, will jeopardize future invitations to participate in the Alaska Airlines Torchlight Parade at Seafair.
11. **Commercial Signage:** Only entries which have paid a Commercial Entry fee may carry or display commercial signage.
12. **Dangerous Materials:** Squirt guns, silly string or other items potentially dangerous to spectators or participants are strictly forbidden.
13. **Waivers:** Each individual participant in the parade will be required to sign a Hold Harmless Waiver prior to the parade.
14. **Infractions:** No one may participate in any manner determined to be unsafe. All infractions not remedied will be immediately removed from the parade and cited by Seafair and the Seafair Parade Marshals.
15. **Weapons:** No hand guns or facsimiles of hand guns except for Police and Active Military units.
16. **Escorts:** Number of escorts will be limited to a number deemed essential by the Parade Selection Committee and enforced on-site by the Parade Marshals. Escorts must be in uniform.

Category Specific Additional Rules & Regulations

FLOAT ENTRIES

1. Floats must be self-propelled and entirely decorated. No part of the pulling vehicle on which the float is built may be visible to the judges or spectators. Flatbed trucks do not qualify as floats.
2. All floats are encouraged to be decorated with lights or some form of illumination.
3. All drivers of floats must hold a valid driver's license and remain with their floats (or a float representative) from arrival in assembly to parade dispersal.
4. Floats must comply with all safety requirements and be inspected by the Seafair Parade Marshals. Any float not meeting safety requirements will not be judged or allowed in the parade.
5. Make sure to include float driver phone number for the day of, and float measurements on your application!



BAND/DRILL TEAM

1. Seafair is not responsible for traveling, food or lodging expenses, nor for loss or damage to personal items.
2. All marching units must be in FULL uniform. No out-of-uniform marchers will be allowed.
3. No participants under 12 will be allowed to march in the parade, without written permission from Seafair.
4. All marching units MUST maintain a forward motion! Routines which require stopping or reverse motion are not permitted. Failure to comply will jeopardize future invitations to the parade.
5. If for any reason a gap of 50 feet or more is created, marching units must increase their pace or not perform until the gap is closed.
6. Use of lights or illumination and parade theme is strongly encouraged.

EQUESTRIAN

1. Equestrian units comprised of riders under 17 years of age must be accompanied by riders who are 18 years or older.
2. Any rider showing inability to control his/her animal will be deemed unsafe at the discretion of the Parade Marshals and will be removed from the parade line-up.
3. Each equestrian entry must provide its own clean-up unit upon arrival in the assembly area and is responsible for cleaning its respective area in the assembly, route and dispersal area. Any entry without a clean-up unit will not be allowed on the parade route. One clean-up unit per ten horses is required.
4. Use of lights or illumination and parade theme is strongly encouraged.

SPECIALTY

1. A limited number of Specialty Entries will be selected by the Torchlight Parade Committee due to space.
2. No more than ten (10) persons total, including all unit tow crew, drivers, and spotters, may ride on or accompany a specialty unit in the parade. No exceptions and no walkers.
3. Hydroplane entries may not attach any additional banners or signage of any kind to their units (sponsor logos and signage permanently painted into the finish of the unit is permitted and must be approved by Seafair).
4. Use of lights or illumination and parade theme is strongly encouraged.
5. Acceptance will be based on uniqueness, creativity, and suitability to the Torchlight Parade.