



## Northern California Cherry Blossom Festival **GRAND PARADE POLICIES AND GUIDELINES**

Sakura Matsuri, Inc., producers of the Northern California Cherry Blossom Festival celebrate the tradition of welcoming spring with a festival which culminates in the Grand Parade. It is an annual event to promote the Japanese and Japanese American culture in San Francisco's historic Japantown and Western Addition communities.

### **ENTRY REQUIREMENTS AND SELECTION PROCESS**

- All parade applicants must submit an application for consideration by the parade committee. No parade unit will be accepted without an application and screening.
- All applicants shall promote the Japanese and Japanese American theme of the event and/or the established alliance between the Western Addition communities.
- The Grand Parade shall not be used as a platform for special interest.
- No parade unit shall be used for political purpose, distribution of campaign material, promote partisan positions or ballot proposals.
- No parade unit shall solicit funds or distribute any material of any kind.

### **ENTRY APPLICATIONS**

- Entry applications must be received by the Parade Committee by March 1, 2017.
- Applications must be signed and dated by the Executive Director or an officer of the organization.
- By submitting an application, applicant has read, understands and accepts the policies and guidelines of the festival.
- Applicants will receive notification if application has been accepted or not, within two weeks of receiving the application from the parade committee.
- Staging instructions and unit number shall be sent two weeks prior to the parade date.
- The rules and guidelines are for the safety and quality of the parade. Failure to follow these rules and guidelines will result in the applicant's rejection and immediate removal from the parade.
- The parade organizer reserves the right to reject and eject any parade unit at any time.

### **COMMERCIAL / BUSINESS ENTRIES**

- Commercial businesses are not considered.
- Commercial sponsors are accepted provided that the sponsor has a prearranged a signed Sponsor Agreement with the organizer.
- Sponsor shall submit a design of the vehicle or float to ensure no offensive message is disseminated.

- The parade organizer reserves the right to reject sponsor's float, vehicle or banner design.
- Vehicles, parade float and other expenses are the responsibility of the sponsor unless Sponsor Agreement has an inclusion for such.

### **FORWARD MOTION PARADE**

- All applicants are required to maintain a continuous forward motion during the parade unless stopped by a police officer. There will be no stopping to perform or demonstrate unless preauthorized by the parade committee. Failure to follow this guideline will result in ejection and future participation.

### **IDENTIFICATION SIGNS AND BANNERS**

- Identification signs and banners may be used for identification purposes only and not for political statement or other causes.
- During check-in, you will be issued a parade unit identification number. You must prominently display this number, front and forward, on vehicle, float or banner for parade announcers to properly identify your parade unit per the previously provided script description. Failure to display this number will result in no description.
- Identification signs and banners must be same name as what appears on the application. Failure to comply will result in your ejection from the parade.

### **PARADE MONITORS**

- At start of parade, parade units shall wait for their numbers to be called by the parade director. Parade units must be prepared and ready to proceed in the procession. Failure to follow the parade line-up will result in parade announcers omitting your group's description.
- For the safety of spectators and parade units, parade monitors are at each intersection and along the parade route. Each parade unit shall follow the parade monitors instructions. Failure to follow the parade monitors instructions will result in ejection or affect future applications.

### **CANCELLATION POLICY**

- Only a natural disaster or emergency order designated by proper authorities will cancel the parade.
- If for any reason your parade unit is not able to participate after being accepted, you must contact the parade organizer immediately prior to the date of the parade. Failure to do so may result in administrative fees, fine and future participation.

### **INDEMNIFICATION**

- By submitting application, parade unit agrees to indemnify Sakura Matsuri, Inc. and the Northern California Cherry Blossom Festival, its officers, agents and volunteers.
- Each parade unit must possess general liability insurance and name Sakura Matsuri, Inc. and Northern California Cherry Blossom Festival as additional insured.