

Hawaii Island Pride Parade for Equality 2010

Hawaii Island Pride
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WELCOME

Under the 2010 theme One Heart, One World, One Pride, the HIP Parade is a proud and determined demonstration for civil and human rights.

The HIP Parade provides the inner activist in each of us the opportunity to answer the call to achieve full civil, political, economic, social and cultural rights for all LGBT people.

From its origins as a street protest Parade for civil rights in 1974, to HIP Parade in Kona, the HIP Parade is a symbol of equality, diversity and inspiration to the entire community.

We will celebrate global achievements thus far but also acknowledge the challenges and victories that the future holds for the LGBT community.

We remember those who came before us, celebrate those who are with us now and lay the foundations for the generations of men and women who will follow in our footsteps.

We urge all participants to embrace the 2010 theme and to style and decorate your entries with flamboyance, flair, panache, passion and soul!

This entry kit has been produced to assist you in planning your entry and to provide some important information about entry criteria, safety information and general guidelines. Please take the time to review the enclosed information. If you have further questions or need some advice, please email us at: info@hawaiiislandpride.com

We look forward to seeing you at the **Parade Briefing Day** and then, of course, we'll see you in the Parade on Saturday, July 25, 2010.

Happy Pride!

Parade

From the Old Airport on Kuakini Hwy to Coconut Groove on Alii Dr.
Saturday, June 25, 11:00AM | Route 1.4 miles | 1.5 hours

Each category is expected to create a spectacular and energized entry!

Non-profit Organization

501(c)(3) includes those sanctioned by the IRS or those with applications pending.

Individual or Social Organization

representing an individual or group without tax status.

Local Businesses

businesses within the Big Island
not a national corporation or franchise.

Government / Political

elected officials, City, State, Federal, Tribal / agencies and departments or those running for a political office, 501(c)(4), (6), or 527 tax status.

Can I Enter The HIP Parade?

*A wide range of community groups can participate in the Parade - especially from the Lesbian, Gay, Bisexual, and Transgender (LGBT) community. Our Parade provides an opportunity for friends of our community to express their support of our mission, which is **instill pride, celebrate unity and embrace diversity.***

The purpose for the Parade is to provide a visual expression of our mission that showcases the diversity of our community in a fun and exciting way. It is not a vehicle for the promotion of businesses or products.

Apply early! We expect all available space to be allocated by May 1st.

*All Entries must reflect the theme of the Parade—
One Heart, One World, One Pride*

A theme guide is available from the website to help you tie the theme into your Entry. The HIP reserves the right to amend or refuse the entry of any individual or entity that, HIP's opinion, does not reflect the celebration intended by the Parade, or the purpose or goals of the Lesbian, Gay, Bisexual, and Transgender Community in general.

To participate in the Parade you need to fit into one of these five categories:

The term LGBT has been used in this guide with the objective of being inclusive of the many segments of our diverse community including Queer, Questioning, and Allies.

Category 1 – Non-Profit Organizations

This includes organizations sanctioned by the IRS with a 501(c)(3) status or those with 501(c)(3) applications pending.

Examples of groups that would fall into this category include: Religious, Educational, Charitable, Scientific, Literary, Testing for Public Safety, to Foster National or International Amateur Sports Competition, or Prevention of Cruelty to Children or Animals Organizations.

Please read the Third Party Sponsorship Guidelines (see page 15) closely if you are receiving sponsorship for your entry.

Category 2 – Individual / Social Organization

This category is for those representing an individual or a group without a tax status.

Examples include Individuals, groups of friends, Individual or Group Entertainers, Organized Social Clubs, Local Organized Sport Clubs.

Category 3 - Government / Political

This category includes elected officials, City, State, Federal, Tribal / agencies, those running for a political office, organizations that improve business conditions, and organizations having a 501 c (4), (6), 527, status.

Examples of groups that would fall into this category are: Candidates for Public Office, Government Authorities, Political Action Committees, Chamber of Commerce's, Rotaries, Real Estate Boards, Unions, Employee Associations.

Category 4 – Local Business

This category includes any Business located within HIP County. Sorry if you are a national corporation or franchise this category is not for you.

Please remember the Parade is not a vehicle for the promotion of a business or products. Your entry must express your support for the LGBT Community.

There are Four Entry Categories

Everyone participating in the Parade pays a \$20 Safety & Environmental Cleanup Fee

The Fee Schedule

We understand that money is extremely tight and that our community wants to spend as much of their budget on making their entry look as fabulous as possible. That is why we are not charging an entry fee .

Types of Entries

Entries take on all shapes and sizes, each with their own benefits. What will work best for you?

Individual Entrants

This is a fun and memorable category! Dazzle the crowd with your spectacular costumes and show them your “Activism for Equality” attitude. Be innovative and creative to leave a lasting impression on the audience. Individual entries often have something to say and can use props, a simple playcard, or just look fabulous in elaborate costumes, or hardly any costume at all!

Walking Groups

A simple way to be part of the Pride experience is to organize a group of friends, colleagues, family or strangers with a common cause to walk the Parade route. When walking together think about costumes, themes, matching colors and simple dance routines to really make an impact.

Paradeing Groups

Think your group has what it takes to promote your message with a memorable eye-catching routine? There is something very affirming about Paradeing or dancing with a group of friends or your community group in the Pride Parade. Take your Pride Parade involvement to the next level. Explore costumes, props, a theme, choreography, or moving your group along the route in a different manner. We encourage you to be creative and present a fun routine like one of these:

Disco Drill Team

- Synchronized Makeup Case Paradeing Drill Team
- Rainbow Flag and Bugle Corps
- The Martini Paradeers

How Do I Start?

Planning Your Entry

The first step in planning your entry is to submit an application. Application Forms are completed online only and should be submitted no later than May 1, 2010 after this applications are accepted only as long as space is available.

Remember: When filling out your Parade Entry Application Form, be as accurate as possible. You can make changes to your application until 11:59pm June 1, 2010. But remember, changes to your contingent details will not be accepted after this date.

Trick of the Trade

Enlarge the effective size of your entry through movable extensions such as people, flags, fabric, streamers, fans, bubbles or balloons.

Just remember to keep extensions retractable so you can safely negotiate the Pride Parade route.

Examples / Ideas

Select people to be on your float who are dynamic, bold and vibrant.

Creatively acknowledge the hurdles we continue to face on the Big Island and around the world, while keeping in mind the theme.

Whether you dance or Parade, be colorful and flamboyant!

What do you need to become real showstoppers?

- A routine of choreographed movement
- 1-2 minute looped music track
- Outrageous outfits or fabulous costumes
- Coordinated story / message
- A cart or truck for your generator and loud speaker system
- Drinking water for the group

Floats

Floats are excellent entertainment and a fun way to show your organization's Pride! Floats can easily express your enthusiasm and can be an effective way to promote your message. An impressive float will leave a lasting impression with spectators. Floats can be built on trailers, trucks, cars, hay wagons, and flatbeds. You need a flat, secure surface attached to four wheels and an axle with framework. It needs to be safe for riders, meaning you must have secured poles (or equivalent) that a rider can hang onto, if the need should arise (which it always does). Many groups start fundraising for their spectacular floats in January! So budget properly and keep in mind, not all oversized floats are crowd pleasers. A creative, well thought-out, colorful and safe float can be very effective.

Key requirements and considerations:

- Do you have the proper vehicle and attachment (hitch, tow bar) to pull a float
- Plan out the size and type of vehicle required to bring your idea to life
- Price of vehicle rental and who will drive
- Appropriate licensed driver for the vehicle
- Insurance coverage needed for vehicle
- Generator, amp and speaker rentals (waterproof these items)
- Use lightweight materials (use weatherproof materials when possible)
- Review float safety plans with your riders
- Drinking water supply for riders
- Research all rentals as early as possible (you'll thank us)
- Fire Extinguishers
- Fireproof materials

Key elements:

- Themed float and proper size of vehicle
- Music and color
- Energized people (don't overload your float)
- Remember to the audience is looking at your entry from the front and both sides—so be sure to have your name and decorations visible on both sides

Keep in mind that the spectators have a limited view, so focus on music, color, huge costumes and height (note the height restriction for entries is 16 feet, to ensure safety away from traffic lights).

Parade Briefing Day

A representative(s) from each entry **must** attend a Parade Briefing Day for important information from the Hawaii Island Pride and the Kona Police Department. At the Briefing Day we review day-of details, and discuss safety information. This is the last chance to meet the people who organize Parade and ask any remaining questions you may have. Each contingent is required to assign one person, for every 25 people in your contingent, to be responsible for your contingent in the Parade. **This person is the Contingent Monitor.** The primary role of a Contingent Monitor is to walk the Parade route and act as a safety monitor for your contingent. This person is responsible for knowing all Parade rules as they pertain to your contingent's participation in the Parade.

What's stopping you?

Applications will be accepted as long as space is available.

How Can I Be More Fabulous?

Floats and props take on many shapes and sizes, but remember most spectators are looking over people standing in front of them, so think of ways to hold your props high. The following are some hints on props that can increase your visual impact on the Parade route:

Banners

Banners identify your group and give it focus. Use color and creativity! For an 8' banner, a pole of 1" dowelling at each end is strong enough to carry the banner over your head; a strut of dowel or a light aluminum rod across the top will be plenty to help hold the fabric at waist level.

Fabric should be light but strong: canvas, vinyl, or anything reinforced. Cut U-shaped holes in the banner if you are worried that the wind will cause problems.

Holes aren't usually essential. We suggest you keep the size of flags and banner to 3' x 15'. Don't get too wordy - find a simple, succinct way to get your message out!

Flags

Flags are easy to make, easy to carry, and easy to do things with. Flags with your organization's logo can identify who you are and what you represent. Flags that are colorful and held high above the crowd will attract a great deal of attention. Use a very light fabric. Decorate by painting or using appliqué; don't forget to decorate the flagpole, which can be of light dowelling or electrical conduit.

Remember the rhinestones and fly, wave and twirl away!

Carryables

Fruit, flowers, Barbie dolls...whatever your fetish or hobby, put it on a pole and hold it high! Anything carried should, above all, be lightweight. Use Styrofoam, vacuum formed plastic shapes, or hollow forms such as papier-mâché or fabric over cane or wire frames. Flagpole holders worn around the waist, and fishing rod holders worn around the waist will make flags and banners easier to manage.

Whatever you carry, hold it high and with pride!

Puppets, Dragons or Snakes

These are structures carried by performers inside the body of the creation. Larger-than-life sized figures are always crowd pleasers. There are many possibilities to this category: a large Rainbow serpent, Asian dragons, huge colored condom(s), super sized marionettes or puppets.

Large rod puppets can be made to sit on someone's shoulders while two others

manipulate the arms. Huge frocks and gargantuan extensions can occupy several lanes of traffic! Make smaller rod puppets to be worn and operated by one person. Lightweight construction is essential. Avoid top heaviness, which makes management difficult.

Pushables

A push trolley can be virtually any dimension. Large pneumatic rubber tires are easiest to maneuver. A welded steel frame is stronger and lighter than a timber one. Just about anything can be designed to sit on a push cart. Be creative and push your way down the rainbow mile while creating wonderful exposure for your organization. Remember to avoid top heaviness and to inflate your tires.

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How Do I Show Off My Organization?

Marketing and Promotional Materials. One reviewing stands will line the route and will announce your entry as you pass by. During the application process, you will have the opportunity to submit a 25-word announcement. This is a great way to promote your organization, goals, or the reason why you are in the Parade.

Handouts, flyers, freebies and leaflets are great ways to get the attention of the audience. Unfortunately, this encourages crowds to come onto the Parade route causing a very dangerous situation. Drivers of motorized vehicles, horse carriages, or horse riders cannot see people who run in front of or alongside their vehicles/animals and could accidentally run someone over. This is very serious.

To avoid this dangerous situation, we require that you **do not throw anything from your contingent or in any way encourage viewers to come onto the Parade route.** What you can do is have volunteers walk alongside the sidewalks as your entry goes by and hand things to people – do not encourage them to come onto the street in any way. A warning will be given to your contingent then a penalty of \$150 for each infraction will be levied. Any marketing material that is racist, sexist or homophobic in nature, or could become dangerous if used as a projectile is not approved for distribution.

Information for Category 1, 2, and 3 Entries

As a Category 1, 2 or 3 entrant you probably want to let everyone know who you are or what you do in the community. There are no restrictions on advertising your groups name, website, activities or key messages as long as they are not commercial in nature.

Remember that advertising commercial products by way of signage, websites, branded costumes, props or the distribution of product samples or leaflets is not permitted.

Information for Category 4

As an approved Category 4 or 5 entrant there are no restrictions on advertising or promoting your business on your entry through the use of your business name, website or logo.

Remember – your entry must primarily express your support for the LGBT community. However, you can't include advertising for any commercial products on your float. This includes product promotion through the inclusion of product name, product-branded costumes or props, or the distribution of.

What if I Have A Vehicle?

Vehicles can add a lot to an entry, but it is important to understand that there is a certain amount of responsibility when entering a vehicle into the Parade. While a truck can hold props, sound, generators, water and a truckload of glitter, they also require the following:

- All vehicles **must** be registered and roadworthy. Unregistered or unroadworthy vehicles will not be permitted to enter the Parade route.
- All drivers **must** be appropriately licensed for the vehicle they are driving.
- Each vehicle must have proof of insurance.
- Drivers must **not** have a blood alcohol level over the legal limit.
- Vehicles must be decorated in the theme of the Parade

What Type of Vehicle Should I Use?

The maximum dimensions for a Parade entry are 8' wide, 16' high and 40' long. The size of entries will be checked prior to the commencement of the Parade. Categories 1, 2, and 3 can have a maximum of 1 decorated vehicles.

Pickups trucks

Pickup trucks are very useful for carrying sound equipment and generators for walking or Paradeing groups. As part of a Parade entry, they should be inventively disguised or decorated.

20-26' Flatbed Trailers

These are large trucks, big enough to give your group a dominating presence in the Parade. It's a good size to carry a lot of people but, as with walking groups, rely on your theme and not on the vehicle size to get your message across. Be careful with having side wood racks in place, these make it difficult for your audience to see you.

Cars

As with pickup trucks, cars won't give you much of a profile in the Parade, unless they come with a personality or are cleverly themed and decorated.

Convertibles

Convertibles are much more useful for Parade purposes as they encourage glamorous and extravagantly exhibitionist behavior.

Minibuses or Vans

Are just plain ugly and not acceptable.

Bicycles or Motorbikes

Problems may be experienced due to the slow pace of the Parade. We suggest limited usage, unless you're a dyke on a bike or a boy with a toy. If you are using a bicycle, shoe clamps are highly discouraged.

This car wrapped with advertising is NOT acceptable.

This van wrapped with advertising is NOT acceptable.

An excellent example of a decorated vehicle for a category 1, 2 or 3 entry.

Trailers

Trailers under 10' can be too dangerous to carry people if being towed by a vehicle. Large flatbed / hay wagons are great foundations to build on.

Articulated Vehicles

Semi-trailers or low-loaders are too large and dangerous and **may not be used.**

Box Trucks and Cargo Vans

Are just plain ugly and not acceptable.

Buses & Trolley

Next to a refrigerator on wheels a double-decker bus, school bus or trolley is boring for the viewing audience. Your participants in the bus can't be seen, they cost a lot to rent, and decorating them would take a ton of glitter. In place of using a bus enter a Paradeing contingent. They are much more fun and everyone gets into the act!

Considerations

The selection of a vehicle in good condition and appropriate for your type of entry is important to avoid problems on Parade day. As they say, "Prevention is better than cure". Consider the following:

- Ensure the vehicle is in good working condition.
- Where possible, have the vehicle serviced and ensure tires are correctly inflated before leaving home.
- Have a full tank of fuel before the Parade starts.
- Ensure you have a plan for getting your entry to the Parade (i.e. don't attach decorations that could fall off and cause injury or damage to traffic during transit to the Start Area).
- Check that your vehicle is not too large or unsteady to drive through local and main streets to the Parade.
- Ensure the vehicle can support the size, dimensions and weight of the entry.
- Carry a spare jug of water in case the radiator overheats or needs refilling.
- Ensure the vehicle has a first aid kit and a tool kit.
- Bring an emergency repair kit for your entry in case anything unforeseen happens— tape, glue, string, wire, fuses and tools.
- Obtain a generator suitable for the scale of your sound effects / power needs and one that is waterproof in case of rain.
- Don't cover the generator with anything as it could cause a fire.
- Use waterproof materials whenever possible
- Plan for a driver to stay with the vehicle at all times in the staging area (the wait can be up to three hours).
- Fire extinguisher with tag or purchase receipt
- Portable car battery charger
- Bring a spare key!

This bus wrapped in advertising

is NOT acceptable.

This box truck wrapped in advertising

is NOT acceptable.

What if I Have A Third-Party Sponsor?

Without sponsorship many floats would never get off the ground and at the same time, the Pride Parade

would not exist without the generous support of its sponsors.

The following guidelines have been developed to support you in acknowledging your sponsor appropriately

while not conflicting with the contractual arrangements Hawaii Island Pride may have with its sponsors.

Your contingent can be sponsored by and display a logo or trade mark from, a third party business or organization

under the following guidelines:

Sponsorship Guidelines

- You must detail the name of any sponsor on your Parade Entry Application Form and inform us of any change to the sponsor by May 1, 2010.
- You can acknowledge your sponsor **twice** on your entry (e.g. once on each side of your float).
- Lettering in the sponsorship acknowledgement must not exceed 18" in height.
- The sponsor(s) name and logo may not exceed 18" in height.
- The sponsor(s) name and logo must not be more prominent than your entry name.

This is the only way your sponsor/s can be acknowledged on your entry.

Third-party Logos in isolation or the inclusion of product names, commercial website addresses, product branded

costumes or props or the distribution of product samples or flyers are not permitted.

An inspection of Parade Entries will take place prior to the start of the Parade. Sponsorship signage will be

checked, as will other requirements, such as the height of your entry. If you have signage that does not meet

the guidelines or if your entry does not match the details provided on your Parade application, you will be

asked to amend your entry.

If you refuse or are unable to do this, your entry will unfortunately not be permitted in the Parade.

What Happens on Parade Day?

Before Leaving Home – Safety Regulations

Staging Area, Dismantle Area and the Parade Route are busy, crowded and stressful places. With that in mind it is important that you and all the participants in your entry adhere to the following safety regulations.

Keep It Legal, Keep It Safe

Laws relating to the use of public space, car registration, driving under the influence, the consumption of alcohol and other drugs all remain in place during the Parade. Police and Hawaii Island Pride staff are on high alert for dangerous or illegal behavior. Consider the law, and consider the safety of those around you.

Size Restrictions

The maximum dimensions for a Parade entry are 8' wide, 16' high and 40' long.

The **width** is determined by the width of a road lane to allow your entry to be lined up in the Staging area safely. This also allows space along the Parade route for media, medical staff and Parade officials on the side of the road.

The **height** is determined by overhanging traffic control signs and wires. Vehicles higher than 16' will not be allowed on Parade route. Individual costumes or entries with retractable extensions that exceed this limit should be able to negotiate the route safely. If in doubt, contact info@hawaiiislandpride.com to review your situation.

The **length** ensures safe turning circles and a smooth Parade. Walking groups can be longer than 40', but may not have a vehicle longer than 40'.

Things To Remember

When leaving for Staging Area with your entry remember:

- Each float must have a fire extinguisher
- Bring your Parade Staging Area documentation (sent via email after the Parade Briefing Day).
- Allow sufficient journey time in case of traffic and

congestion from other arriving entries.

- Follow the correct route to your designated entry point to the Registration and Staging Area (you cannot access the Staging Area via the Parade Route).
- Ensure your fuel tank and generator are full.
- Bring food and refreshments – it's a long day!
- Bring an emergency repair kit and a first aid kit.
- Check Your vehicle using the Vehicle Check List below

• Sale of any kind of goods or services to the crowd

on the Parade route is strictly prohibited. They are working to support the entire Parade and ensure everyone has a happy and safe Pride Celebration!

Prohibited Items

The following items are not allowed on the Parade Route or Staging Area. Fire, open flames, pyrotechnics (fireworks), flares, fire batons, fire breathing, sparklers, sparks, welding, weapons or imitation weapons, hazardous or flammable goods and goods prohibited by law.

Animals in Staging Area or Parade Route

All animals must be on a leash and attended at all times. Each contingent with animals must provide clean up for all waste created by the animals. Waste cannot be left on streets. Violators will be immediately removed from the staging, Parade, or dispersal area, assessed a \$150 clean-up

At Home Vehicle Check

Before leaving home ensure your vehicle is registered, roadworthy and has visible number plates. Check that your wipers and horn work, that you have a spare water bottle for the radiator and a spare key. Finally, check tire pressure and make sure there are no decorations on your vehicle that will cause danger or damage on the way to Staging Area.

Staging Area, Parade Route and Dismantle Area

Pre Parade Vehicle Check

Before leaving start area, check that your vehicle is safe and sound, and that the driver has a blood alcohol content lower than the legal limit, a valid license and insurance. For everyone's safety, vehicles failing to meet legal obligations will not be allowed on Parade Route. Make sure a driver with a key is always with the vehicle, as sometimes vehicles need to be moved.

Parade Officials and Authorities

You may be asked to speed up pace, slow down, stop or pull over due to an emergency situation or for safety reasons. Directions from Parade Officials and authorities must be observed at all time and barred from participation in all future Hawaii Island Pride events. Those planning to have horses, other large animals, (not cats, dogs, or other household pets) within their contingent must make prior arrangements with the Hawaii Island Pride..

On The Parade Route

The most important information to remember on the Parade Route is to keep up with the pace and listen to the directions of Parade Officials. This ensures a smooth and easy Parade for everyone.

To ensure the pace of the Parade is kept, please observe the following guidelines

Observing what is happening ahead of you and smoothly slowing down or speeding up as required to keep an even pace. If you are on foot, avoid running to achieve this.

- Observing the directions of Parade Officials and Authorities at all times.

- Keep moving forward - minimize sideways movements.
- **NEVER** move backwards – this applies to walking and Paradeing groups!
- Not turning off your vehicle should the Parade temporarily stop.
- Turn off sound at the Parade dispersal area.

After the Parade

Follow the directions of Dispersal Area Officials.

Please discard any rubbish or dismantled elements of your entry thoughtfully and in appropriate trash bins. Recycling bins for paper and cardboard will be provided.

The Dispersal Area is only for catching your breath and dismantling your Entry.

Vehicles cannot remain in this area. Please make arrangements to move your vehicle on as soon as possible. The overall message for Staging Area and Parade Route is **safety first!**

- Avoid becoming intoxicated prior to or during the Parade.

Intoxicated individuals on the Parade Route present a significant risk to themselves as well as to other Parade Participants and may be asked to leave the Parade.

- Pedestrians should keep a constant look-out for vehicular movements at all times.
- Drivers should maintain a constant surveillance for pedestrians and other vehicles.
- Participants riding in open vehicles should take steps to secure themselves against sudden jolts and erratic vehicle movements.
- Follow instructions from law enforcement and Parade officials at all times.

Parade Checklist

1. SUBMIT YOUR PARADE APPLICATION ONLINE

Submit your application online at www.hawaiiislandpride.com

2. ATTEND PARADE BRIEFING DAY MEETING

Date:

Venue:

Every Parade entry **MUST** send a representative to the Parade Briefing Day. You can confirm your participation when completing the online application. The Parade Committee will offer alternative briefing option for Participants for outside the Kona area only.

4. GET TO THE PARADE ON TIME!

Saturday, June 25, 2010

See you in the Staging Area! Please double check the details provided to you at the Parade Briefing Day and in your confirmation email and confirm your arrival time and staging area location.