

SOULARD MARDI GRAS  
**2005 GRAND PARADE**

***“Broadway on Broadway”***

**Saturday, February 5, 2005**

**Entry Rules**

Groups, Organizations, Businesses or Others submitting applications to Mardi Gras, Inc. postmarked or delivered by the deadline, August 31, 2004, will be considered but are NOT GUARANTEED entry into the parade. Because of overwhelming interest, the number of entries will be limited. (An entry is defined as but not limited to a float, vehicle of any kind, group of individuals walking or riding bikes, marching unit.) Incomplete applications **WILL NOT** be accepted for consideration. Make sure to fully complete **ALL** portions of the application. A valid and legible e-mail address is required. **Late applications will be accepted only at the discretion of the parade chair and will be subject to additional late fees.**

*\*\*\*\* Also, please note that new for 2005 is a fee and commitment on the Grand Parade application for your krewe to sign up for the Fat Tuesday Parade to be held on Tuesday, February 8. You **must** check the appropriate box on your application and pay the \$25 fee to be entered into the Fat Tuesday Parade. Information regarding participation in the Fat Tuesday Parade will be sent out at a later date to those krewes that have paid the entry fee for Fat Tuesday. \*\*\*\**

***TYPES OF ORGANIZATIONS:***

A “KREWE: is a group of people coming together to perform in the Mardi Gras Parade. They may or may not be formally organized, may be a not-for-profit or a group of friends. A “krewe” may also participate in other activities throughout the year for fun or philanthropy. A “krewe” should have a name for their organization or group. A not-for-profit organization is considered the same as any other krewe and will follow the same rules.

A”BUSINESS” is an entry that is sponsored, funded or by any means supported by one or more for profit businesses. These entries will be preceded in the parade by a banner (provided by Mardi Gras, Inc.) with business names listed. For more information on sponsorship, see “SPONSORS” information below.

***SPONSORS:***

Any Business or Organization providing funding to Mardi Gras, Inc. with a signed sponsorship agreement is considered an “EVENT SPONSOR”. Entry in the parade and fees for “Event Sponsors” will be determined by the level of sponsorship per the sponsorship agreement.

Individual krewes, groups, and floats may have sponsors who provide funding,

services, and/or materials to them. **These sponsors' names may NOT appear on the parade entry itself.** A banner, provided by Mardi Gras, Inc., will precede the entry and be carried by individuals provided by the krewe, group or business. Any krewe, group or float with a sponsor banner will be considered a "Business" for type of organization and for fees.

#### ***VEHICLES:***

Each vehicle & component should be listed with a description of design and decoration along with sketches of each. The components should include what pulls the entry, the trailer, etc. Each component must have decoration. Tractors (John Deere or similar) are preferred for pulling floats for the visibility of the driver. Refer to the "Float Guidelines" for information regarding trailers and float construction.

GOLF CARTS are considered motorized vehicles. **THEY WILL NOT BE ALLOWED IN THE PARADE, NOR WILL OTHER "SUPPORT" TYPES OF VEHICLES.** This is due to safety concerns and space limitations of the staging lot. If your krewe needs such a vehicle, that need will be evaluated on a case-by-case basis and appropriate fees will be charged for each vehicle.

**NO** go-carts, 4 wheelers, cherry pickers, or the previously mentioned golf carts, are allowed. Small vehicles are safety hazards at the staging area and impede flow of the parade.

Horse drawn vehicles will be limited. Entries must provide for clean up of droppings or will not be allowed on the route. Although not motorized, all horse drawn carriages will fall into the motorized categories according to length. Wheel walkers will also be required for each axle of the vehicle.

All vehicles must be operable for the entire route so as not to impede the flow of the parade.

#### ***CONTACT INFORMATION:***

Two contacts must be listed with all information for each entry application. At least ONE email and ONE fax number is REQUIRED. Email will be the primary form of communication since it allows for the most expedient form of communication with all the groups. ANY GROUP THAT DOES NOT PROVIDE A VALID E-MAIL ADDRESS FOR CONTACT WILL BE CHARGED A \$25 FINE.

#### ***ENTRY INFORMATION:***

Although the parade should be fun for those in the parade and those watching, **the purpose of the parade is to entertain.** It is a stage and each participant is a performer on that stage. The parade stage should remain PG rated as, whether some people like it or not, a parade will have viewers of all ages. It is not just a venue for groups to ride on a flatbed and "party". (And definitely NOT a stage for any form of nudity.)

Provide a title for the float. The title must relate to the theme and to the design of the float. Since the theme is 'Broadway on Broadway', we will limit the entries based on

the themes selected (i.e. we do not want a dozen “Meet Me in St. Louis” or “CATS” floats in the parade).

Try to be creative! **The parade committee will limit entries based on best overall concept and design when duplicates are submitted.** There are many possibilities available with such a theme – just have fun with it and find the right musical for your group! Our goal is a parade that celebrates all of the wonderful costumes, music, and glamour of Broadway Musicals and bring that fun to St. Louis! Duplicate selections (for same main theme) will be reviewed by parade committee and chosen based on thoroughness of application and expected quality of float. Original applications not selected will have the opportunity to select another theme and reapply.

Groups in the non-motorized category, should provide descriptions of costumes, performance, and any components that will be pulled or ridden along the route. Any motorized vehicle with a marching group moves them into the motorized category. You must indicate on your application if you have such a vehicle.

Provide a detailed written description of the entry. Include sketches, drawings and photos as necessary to thoroughly present your design and costumes. The sketches, drawings, and photos should be clear and have notes describing them. All floats in the largest category will be required to have a portable toilet. It must be shown on your sketches and indicated as to how it will be decorated and disguised. **Costumes are REQUIRED** and masks are preferred. The costumes should relate to the song and theme of the entry and should be described on the application or attached sheets. Matching t-shirts are not costumes! Since the parade is in February and it may be chilly, costumes should be visible and allow for warmer clothing underneath.

Estimate the maximum number of people that will be riding and walking. We understand that these numbers fluctuate and it is impossible to confirm these numbers this early. **No more than 50 passengers** should be on a trailer or float. Additional people will need to walk with the float. Vehicles/floats should provide a **minimum of four wheel walkers** and additional for each axle where sides do not meet the 8” float guideline. (Refer to “Float Guidelines”)

If music is provided as a part of your entry please list the type and whether it is live or recorded. If music is used it must be appropriate for the theme chosen (i.e.: the music should be from the musical you are depicting). Music volume must be kept at a level appropriate for your krewe and the audience to hear as you pass. Do not provide music for the adjacent krewes. Speakers should be placed to face out to the sides toward the audience not to the front or back as adjacent krewes will have their own music.

Changes may occur after acceptance. Any changes to the vehicles, design, music, number of people, costumes, etc. should be sent to Mardi Gras, Inc. immediately.

If you have participated in past Mardi Gras Parades, please list number of years, which years and attach photos or photo copies, if possible.

All applications and attached sketches, photos, etc. become the property of Mardi Gras, Inc. Float entry information will be kept confidential and only divulged PRIOR to the parade with consent of krewe contact. Contact information will be used for MGI

mailing lists throughout the year.

***SELECTION CRITERIA:***

Completed application.

Timely submission of application and appropriate fees.

Adherence to the theme and float guidelines.

Originality and creativity.

Clearness of ideas conveyed through written descriptions, drawings, sketches, photos, and other attachments. Thoroughness and organized information.

Priority will **NOT** be given to past participants.

PLEASE NOTE: Fees and Deposits must be paid in full and should be turned in along with your parade application. ALL FEES MUST BE PAID IN FULL BY AUGUST 31, 2004. Late applications **MUST** include payment in order to be accepted (late fees will be taken from the deposit, not as additional payment).

***UPON ACCEPTANCE:***

Any changes to the information provided with the application should be sent to Mardi Gras, Inc. immediately.

Additional rules, schedule and other info will be distributed to those selected.

A representative from each krewe, group or organization will be required to sign a copy of rules and to attend parade meetings.

The contact person is responsible for sharing all information included in the application package and subsequent communication with their krewe, group or organization.

***QUESTIONS:***

For quicker response, send detailed emails to [parade@mardigrasinc.com](mailto:parade@mardigrasinc.com). (Note there is a very small staff at Mardi Gras Inc. and all others are volunteers.) Your questions will be answered as quickly as possible.

Mardi Gras Inc. is a not-for-profit which produces Mardi Gras events in Souldard. The fees paid by sponsors, participating establishments, parade entrants, vendors, etc. pay for the expense of the event and additional profits will be used toward future events and toward community improvements within the Souldard neighborhood. Mardi Gras Inc. is basically a volunteer organization and has only one paid staff member.