

FARMS-PRIDES 4TH OF JULY HORRIBLES PARADE

GUIDELINES FOR ENTRANTS

REGISTRATION: Registration to participate in the Farms-Prides Horribles Parade (Parade) must be received by the Farms-Prides 4th of July Committee (Committee) by July 2, 2017.

CATEGORIES: Entrants will register to represent one of the following categories: Horribles/Protest, Patriotic/Theme, Political Representative/Candidate, Business/Sponsor, Special Vehicle, Performer/Reenactor, Community Group, Other. (The Committee reserves the right to reclassify entrants to create special categories and to recognize unique entrants the day of the parade.)

Category Descriptions:

- **HORRIBLES / PROTEST:** These floats are the spirit of the Parade. They are defined as any entry creatively commenting on national, state, or local politics, personage or current events.
- **PATRIOTIC / THEME:** Any entry based on a specific fictional or non-fictional subject, or current pop culture themes. This category includes subjects depicting the Spirit of Independence Day past, present and future.
- **ELECTED OFFICIALS:** The Farms-Prides 4th of July Committee extends an invitation to local, state and national politicians and representatives to march in the Beverly Farms Fourth of July Parade.
- **POLITICAL CANDIDATE / CAMPAIGN:** The Farms-Prides 4th of July Committee extends an invitation to candidates to gain exposure and bring your message directly to the community by marching in the Beverly Farms Fourth of July Parade. We cordially request a \$200 donation in advance to help defray the cost of the parade. Please see the restrictions and limitations below that will apply to your participation. PLEASE DO NOT:
 - Have a group exceeding 20 people
 - Display signs soliciting donations
 - Use a sound system
 - If you are going to include a campaign vehicle please limit people walking to 15
- **SPONSOR / BUSINESS –** Local businesses are encouraged to enter floats that communicate the essence of their brands, products and/or services.
- **SPECIAL VEHICLES:** Old cars, emergency vehicles, decorated vehicles and bikes. Self-propelled, pushed or pulled “vehicles”. (Entrants must be able to meet the pace of the parade and comply with safe operations guidelines.)
- **PERFORMER / REENACTOR:** Marching bands, musical groups, entertainers, historic reenactors, and street performers are welcome to strut their stuff.
- **COMMUNITY GROUP:** Teams, school groups, local organizations, police and fire, military and veteran groups, others.
- **KIDS / BICYCLES:** Local kids are a main attraction of the 4th of July celebration. Decorate a bike, stroller, wagon or the kid, and join the fun.

The Committee reserves the right to reclassify entrants to create special categories the day of the parade to recognize unique entrants

Judging Criteria: The Committee will appoint a panel of judges to evaluate the entrants on the following non-exclusive list of criteria:

- Is the theme relevant to the events of the past year - either on a local, national, or global level?

FARMS - PRIDES 4th OF JULY COMMITTEE
P.O. BOX 5259
BEVERLY FARMS, MASSACHUSETTS 01915
www.beverlyfarms.org

Contacts: Don (978 927-9026), Raeann (978 927-3891)

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- Is the theme of the float cohesive and clear?
- Are the signs creative, witty, and interesting?
- Are the costumes and decorations on the float funny and clever?
- Is the float well-constructed?
- Does it look like the participants spent time on their float and signs?
- Does it seem like the crowd liked the float? Did the crowd and float engage well?
- How well does the float represent its category? (horribles, theme, children, etc.)

The judges' decision will be final.

ELIGIBILITY:

Safe Operation: Entrants are responsible for constructing floats, displays and activities that do not put spectators and parade participants at risk of injury and will operate the float or activity in a safe and responsible manner. The entrants will be responsible for injuries and damage caused by their float or participants. The Committee may remove any entrant at any time if, in its opinion, the entrant poses a threat to other entrants or spectators.

For the safety of all, no candy or other handouts may be thrown or distributed directly from the floats. Only walkers walking alongside floats may distribute candy or handouts.

OPERATION OF A FLOAT OR PARTICIPATION IN THE PARADE UNDER THE INFLUENCE OR IMPAIRED BY DRUGS AND/OR ALCOHOLIC BEVERAGES WILL CAUSE IMMEDIATE DISQUALIFICATION AND REMOVAL FROM THE PARADE.

Appropriate Content: ENTRANTS ARE RESPONSIBLE FOR THE CONTENT OF THEIR FLOATS AND ACTIVITIES ASSOCIATED WITH THEIR FLOAT. The Parade is an event that is open to the public and is attended by families with children. The Committee will exercise the right to determine what content is appropriate or inappropriate for that audience, and accordingly allow or disallow themes and expressions of those themes from participation.

RACIALLY OFFENSIVE THEMES, DISPARAGEMENT OF ANY RELIGION, SEXUAL ORIENTATION, DISABILITY OR ETHNIC GROUP WILL NOT BE ALLOWED. OFFENSIVE SEXUAL CONTENT WILL NOT BE TOLERATED. POLITICAL COMMENTARY AND SATIRE MUST STAY WITHIN THE BOUNDS OF ACCEPTABLE PUBLIC DISPLAY.

THE COMMITTEE RESERVES THE RIGHT TO REJECT OR EJECT ANY FLOAT, SIGNAGE OR PARTICIPANT THAT DOES NOT COMPLY WITH THESE RULES AT ANY TIME. INCLUSION IN THE PARADE DOES NOT CONSTITUTE AN ENDORSEMENT OF ANY KIND OF THE CONTENT OR MESSAGE OF SAID ENTRY BY THE FARMS-PRIDES 4TH OF JULY COMMITTEE.

Committee Review Process: The Parade entrants will assemble at 7:15 AM the day of the Parade with the final float and all of the participants. Committee officials will assign floats and participants a place in the order of the parade. **ANY FLOAT OR ENTRANT THAT DOES NOT MEET THE CRITERIA FOR ELIGIBILITY, IN THE OPINION OF THE COMMITTEE, WILL NOT BE ABLE TO PARTICIPATE UNTIL THE FLOAT OR ACTIVITY IS BROUGHT INTO COMPLIANCE WITH THE NORMS OF THE PARADE.**

Entrants may schedule a review by the Committee prior to the morning of the parade to get a ruling on the eligibility of their float. To schedule a review or for more information, please contact: Don MacQuarrie (978) 578-0258 or Raeann Downey (978) 807-4245.

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