

2020 Alaska Airlines Seafair Torchlight Parade Application



Alaska
AIRLINES

Saturday, July 25, 2020 – 7:30PM

Seattle, Washington

Application Deadline: April 15, 2020



The Alaska Airlines Seafair Torchlight Parade is an evening parade featuring high quality and diverse parade units from Seattle and the surrounding Pacific Northwest region.

A brilliant array of illuminated floats and balloons, marching bands, foot-stomping drill teams, spirited equestrians and specialty units make their way down Fourth Avenue on the 2.5-mile parade route. Each year more than 150,000 residents and visitors look forward to this time-honored tradition. Spectators line up early to stake out space along the route for an up close view of this celebration of Seattle culture.

Application Deadline: Friday, April 15, 2020

Notification of Acceptance or Denial: Wednesday, May 15, 2020

Each year more applications are received than can be accommodated. Our live television broadcast and subsequent time constraints limit the number of units we can accept into the parade. Entries meeting all criteria set by the Selection Committee, and received by the application deadline, will be given first consideration.

Torchlight is an evening parade and we strongly encourage the use of illumination and lighting to enhance your unit and, of course, great entertainment value is essential.

Please read the Selection & Application Criteria and Rules & Regulations carefully. Our guidelines have changed.



**Thank you for your interest in the
2020 Alaska Airlines Seafair Torchlight Parade!**



2020 Alaska Airlines Seafair Torchlight Parade Selection & Application Criteria

ENTERTAINMENT VALUE is the most critical component in the Alaska Airlines Seafair Torchlight Parade selection process. Our goal is to delight spectators along the entire route, with highlighted performances at the live telecast area. This could include costumed walkers, fun music, lights lights lights!

The Torchlight Parade is proud to welcome units from the Pacific Northwest States, Canada, as well as performers from around the nation. Seafair represents nearly thirty distinct Seattle area neighborhoods, and we embrace our community units and their displays of the region's cultural and ethnic diversity. We encourage to include some aspect of history or tradition in your parade unit. In addition, we want you to demonstrate material improvements/theme changes every so many years, we want to prevent having the same unit every single year. Mix it up!

ALL ENTRIES should be creative and professionally presented - designed and built, and/or organized and choreographed – in a quality and professional manner.

ILLUMINATION: Torchlight is an evening parade. Use of lighting and illumination is strongly encouraged.

The Torchlight Parade Selection Committee will review all entries and make final selections for the 2020 line up. If the Committee determines that an entry detracts from the basic mission of the parade, the committee reserves the right to reject or cancel any entry at any time.

Unit Description

Applications must be completed in full, include the appropriate entry fee, and color photo(s) of the unit and recent video, as required. Entry Fees (less any online processing charges) will be refunded if the unit is not accepted.



Please provide details about your unit, as outlined below. This information will be used to assess if an entry matches parade selection. This information will also be used to script commentary for radio and television partners to use on parade night. Seafair reserves the right to edit any material submitted for the broadcast script.

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- Unit name
- Unit theme/decor
- Unit size and/or number of people in unit
- Description of performance highlighting unit's unique entertainment value
- Previous participation in the Torchlight Parade (number of years) or in other national or regional parades/events
- Music, if applicable (include titles of songs to be performed)
- Crowd interaction or animation of unit
- Brief history / description of unit
- ***If your unit is in the design or production phase, please include a detailed description, designs or artist rendering, and unit specifications.***



Marching Units MUST provide a recently recorded video (DVD or link to a video, preferably of a parade performance) of the unit performing in the manner intended for the Torchlight Parade. Photos/videos from previous parades are not kept on file; current materials must be sent with application. Applications requiring videos will not be considered complete until received. The Parade Selection Committee will review all videos.

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 Foundation, 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 the required coverage for the Torchlight Parade at a reasonable rate. Please direct all insurance questions to the Seafair office 206.728.0123 x 117.

Entry Fees

The entry fee, payable to Seafair, must accompany the application to receive consideration. **Accepted entries cancelled after Friday; July 3, 2020 will not be refunded.** Applications that are not accepted will receive a full refund of the entry fee (less a \$25.00 processing fee). Receipt of an application and processing of entry fee does NOT guarantee acceptance into the parade, nor does past Torchlight participation guarantee acceptance for 2020.



Marching Units (BANDS, DRILL TEAMS, CULTURAL ORGANIZATIONS, DANCE, DRUMLINES, OTHER WALKING GROUPS)- All Marching Units/Walking Groups *with the exception of Marching Bands,* must be limited to 50 people or less.

\$100

Floats, Equestrian and Specialty

\$100

Corporate Non-Profits

\$500 (Our general entry fee criteria is \$500.00 for Nonprofit 501(C)(3) agencies with yearly operating budgets of over \$250,000.00 and \$100.00 for agencies with yearly operating budgets under \$250,000.00)

Commercial | Inflatable Entries*

Entries sponsored and/or carrying commercial signage

**Contact Seafair for rates: parade@seafair.com or*

Call 206.728.0123 x117



APPLICATION DEADLINE: Wednesday, April 15, 2020

NOTIFICATION: *Notification of acceptance or denial will be sent by Wednesday, May 15, 2020.*



2020 Alaska Airlines Seafair Torchlight Parade Application

Receipt of this application and processing of entry fee is NOT a guarantee of acceptance
nor does past Torchlight participation guarantee acceptance for 2020.

Organization / Company Name: <small>(For publication purposes)</small>	
Official Unit / Group Name:	
Contact Name:	
Mailing Address:	
Primary Phone:	Mobile Phone:
Email Address:	Website:
Event Day: Unit Contact:	Event Day: Mobile Phone:

Entry Category	Entry Type
<input type="checkbox"/> Marching Unit - \$100	<input type="checkbox"/> Drill Team
<input type="checkbox"/> Floats, Equestrian, Specialty - \$100	<input type="checkbox"/> Band
<input type="checkbox"/> Non-Profit - \$100	<input type="checkbox"/> Cultural Organization
<input type="checkbox"/> Corporate Non-Profit - \$500	<input type="checkbox"/> Dance, Drumline, Other Walking Group
<input type="checkbox"/> Commercial/Inflatable* (<i>Contact Seafair</i>)	<input type="checkbox"/> Equestrian
	<input type="checkbox"/> Float
	<input type="checkbox"/> Specialty

Are you a previous Torchlight Participant? Yes No If yes, how many years? _____

Total Number of Participants in Unit _____ Age Range of Participants _____
(include any parade support)

Do you have any accompanying music/sound? Yes No Live Amplified

If applicable, please include titles of songs to be performed (optional). NOTE: Units with music or PA systems shall maintain a volume that will not interfere with other entries, especially those with animals. If a unit is deemed to be too loud they will be asked by a parade official to lower the volume.



Unit Description – Required i.e., dancers, walking unit, vehicles, instruments, props, banners, flags, etc. Please identify all unit components including parade support. Seafair reserves the right to reduce and/or limit the size of any overall unit

Please indicate total amount of space unit utilizes in parade formation:

Length: Width: Height:

Please list additional information or parade experience:

The Fine Print

You must submit a color photograph of your group/unit and/or a video/DVD with your completed application and entry fee. Video applies to drill teams, bands, cultural organizations, drumlines, dance or other walking performers.

For questions regarding the parade or the application process, please contact: Michael McMorrow, 206.728.0123 x117 or parade@seafair.com

Please email your application and supporting materials to parade@seafair.com, or mail a hard copy of your application and any supporting materials to: Seafair Torchlight Parade, 2101 Fourth Avenue, Suite 910, Seattle, WA 98121

Applications and entry fee must be submitted no later than Wednesday, April 15, 2020 and must be completed in full to be considered. Application is not a guarantee of acceptance. Once accepted, Seafair must approve any change to the original application. Failure to secure prior approval will result in the removal of the variance or the entire unit from the parade. Parade space is limited. Entries meeting all criteria set by the Parade Selection Committee, and received by the application deadline, will be given first consideration. Seafair is not responsible for any travel, food, lodging, parking expenses, or for loss or damage to personal items. Seafair must receive a Certificate of Insurance no later than Friday, June 27, 2020.



Category Specific Additional Rules & Regulations

FLOATS (*please also see Standard Float and Towed Float Guidelines*)

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 drivers of floats must be 18 years of age and hold a valid driver's license. Drivers (or a float representative) must remain with their floats from arrival to assembly to parade dispersal.
3. Floats MUST provide float driver name and mobile phone/contact number for day of event, and float measurements on the application.
4. Floats must have tow hitches front and rear, easily accessible and sufficient to tow the float.
5. Basic Float Dimensions: 16' wide; maximum 13'6" tall; 75' long. minimum ground clearance: 10".
6. Floats must comply with all safety requirements and will be inspected by the Seafair Parade Marshals. Any float not meeting safety requirements will not be judged or allowed in the parade.
7. All floats are strongly encouraged to decorate with lights or some form of illumination.

MARCHING UNITS - Drill Teams, Bands, Cultural Organizations, Dance, Drumlines, Other Walking Groups

1. Marching Units/Walking Groups, *with the exception of Marching Bands, must be limited to 50 people or less.*
2. Seafair is not responsible for travel, food or lodging expenses; or for loss or damage to personal items.
3. All marching units must be in FULL uniform or costume. No out-of-uniform marchers will be allowed.
4. No participants under 12 will be allowed to march in the parade without written permission from Seafair.
5. 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.
6. 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. Parade pace is approximately 2.5 mph (or one hour to complete the route)
7. Use of lights or illumination 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 and at the assembly area AND is responsible for cleaning its respective area in the assembly area, on route and at dispersal areas. Any entry without a clean-up unit will not be allowed on the parade route. One clean-up unit per ten (10) horses is required.
4. Use of lights or illumination is strongly encouraged.



SPECIALTY

1. A limited number of Specialty Entries will be selected by the Torchlight Parade Committee due to space considerations.
2. No more than ten (10) persons total, including unit tow crew, drivers and spotters, may ride on or accompany a specialty unit in the parade. No exceptions and no walkers.
3. Use of lights or illumination is strongly encouraged.
4. Acceptance will be based on professionalism, uniqueness, creativity and suitability to the Parade.
5. 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).

Waiver and Release:

I have received and read the 2020 Alaska Airlines Seafair Torchlight Parade rules and regulations. I agree to comply with all policies, rules and regulations governing participation in the 2020 Alaska Airlines Seafair Torchlight Parade. I further agree that my organization/individual(s) shall hold harmless and indemnify *Seafair, Seafair Foundation, Seafair Parade Marshals, Alaska Airlines and City of Seattle*, their representatives, successors, agents and employees from any liabilities, injuries or damage of any kind including but not limited to attorney fees and other costs of responding to or defending acclaims or litigation which may occur from the organization or individual(s) participation in the 20120 Alaska Airlines Seafair Torchlight Parade.

Signed: _____ Date: _____

Print Name: _____