

**Aloha Festivals Floral Parade
2010 Float Application
Deadline – June 30, 2010**

This is an application for participation in the 2010 Aloha Festivals Floral Parade. This is designed to provide Aloha Festivals with important information about your organization's proposed involvement.

If your group is accepted the information on this form will be used for production and planning purposes.

Please include complete information that is typed or printed clearly so that we can properly represent your organization. You may attach additional sheets if necessary.

Aloha Festivals reserves the right to accept or reject any unit application.

An 11" x 17" color sketch of float is required with application.

Please include any additional materials with your application that you deem necessary, including press packages or news clippings.

Materials will not be returned.

Name of Organization or Sponsor: _____

Float Name—as it will appear in print: _____

Name of float builder: _____

Float description—please provide detailed explanation of theme, colors, props, design, and building materials:

Is your float animated/have moving parts? Yes No

Float Length: _____ Width: _____ Height: _____

Transportation-number and size of vehicles used to transport unit to Parade site: _____

Number of persons on float and/or walking: _____

Costume Description-all float riders and walkers must be in costume: _____

Does your float have music? Yes No

If YES, what type? Live Recorded

Sound system/equipment description*: _____

System must produce between 80 and 100 decibels and use a Digital Audio Tape (DAT) or CD with continuous looping tape. Audio must be provided for pre-parade AF approval.

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Participation—have you participated in other Parades? If yes, which ones and what years:

History—please provide a brief history or noteworthy details about your organization:

Contact Person: _____

Title: _____

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Contact Phone: _____

Fax: _____

_____,
(Organization's name)

if selected, agrees to participate in the 2010 Aloha Festivals Floral Parade in Honolulu, Hawaii on Saturday, September 25, 2010. In consideration for being accepted as a participant, we irrevocably grant Aloha Festivals the exclusive right to use in any media our name, likeness, photos or reproduction of our performance for any purpose including promotion, advertising or otherwise.

X _____

Authorized Signature

Date



ALOHA FESTIVALS

Mahalo for applying to the
Aloha Festivals Floral Parade!

**After you have finished completing
the application, please submit it to:**

Kimo Keawe, 2010 Parade Chair

150 Hamakua Drive, #810

Kailua, HI 96734

(808) 723-5276

Email:

kimo@sot-hi.com

www.alohafestivals.com



ALOHA FESTIVALS

Kimo Keawe, Parade Chair • 150 Hamakua Dr, #810 • Kailua, HI 96734 • (808) 723-5276

Email: aloha.festivals@waikikiimprovement.com • Website: www.alohafestivals.com

ALOHA FESTIVALS FLORAL PARADE 9:00 a.m., Saturday, September 25, 2010

Mele 'Ailana *"Celebrate Island Music"*

GENERAL INFORMATION & PARADE RULES

Mahalo a nui loa for participating in a great tradition in Hawai'i. Begun in 1947, the Aloha Festivals Floral Parade has, in recent years, been ranked within the top 3 floral parades and top 25 parades held in the United States. The pride we take in our parade – and its national ranking – is due entirely to the many volunteers and participants who have made this event truly great.

Consisting of brilliant floral floats, magnificent equestrian pa'u and mounted units, marching units, drill teams, clowns and a variety of novelty entries, the success of the Aloha Festivals parade is due to our tireless volunteers who share the dignity of our heritage, the beauty of our home, and the Hawaiian traditions of kokua and aloha with our neighbors, friends, family, kama'aina and visitor alike.

The rules of the parade are made for your safety and the safety of others. We appreciate your participation and cooperation.

– *The Parade Committee*

I. GENERAL INFORMATION

- A. **FEE** – A fee of \$100.00 will be assessed to any entry that fails to notify Aloha Festivals, in writing no later than **August 1, 2010**, to withdraw from the Floral Parade. Entries that fail to comply with any and all rules stated in the Aloha Festivals Floral Parade packet and/or given verbally, the day of the parade, by an official Aloha Festivals representative will also be assessed with the understanding that **Aloha Festivals reserves the right to refuse future participation.**
- B. **OFFICIAL SPONSORS** – Aloha Festivals Sponsors invited to participate in the parade must complete sponsor form and have all signage approved by Aloha Festivals.
- C. **Parade Chairperson** – The Aloha Festivals Parade Committee Chairperson is selected annually and he/she is approved by, and responsible to the Festivals' Board of Directors. The Parade Chairperson appoints his/her own committee and sub-committees for positions and duties deemed necessary.
- D. **Parade Monitors** – together with the Parade Chairperson, the Aloha Festivals have the official responsibility for and discretionary authority over, all parade functions and participants.
- E. **Theme** – Each January, the Board of Aloha Festivals announces the theme of the annual state-wide festival and floral parade. This year's theme is "**Mele 'Ailana**" – Celebrate Island Music.

GENERAL INFORMATION (Continued)

- F. **Parade Route** – The parade route extends over a course approximately 3.5 miles; beginning at Ala Moana Park, it proceeds in a Diamond Head direction down Ala Moana Boulevard to Kalakaua Avenue and continues down Kalakaua to the official parade terminus at Kapahulu Avenue.
- G. All Parade participants are encouraged to wear the official 2010 Aloha Festivals Ribbon during the parade. For ordering ribbons, please contact Tina at 923-0407 or tyamaki@hawaiihotels.org. For maximum exposure, ribbons should be placed on the left chest or left sleeve area.
- H. **Starting Time** – 9:00 a.m., Saturday, September 25, 2010.

II. ENTRY CLASSIFICATION & RULES

A. CLASSIFICATION

1. **Floats** (see also, Appendix I – Float Rules & Regs.)
 - a) Competition
 - Commercial
 - Non-Commercial
2. **Equestrian** (see also, Appendix II – Equestrian Rules & Regs.)
 - a) Non-Competition
 - Pa'u Marshal Unit
 - Pa'u Queen Unit
 - Special Units
 - b) Competition
 - Pa'u Units
 - Private Mounted Units
 - Pooper Scooper Units
3. **Bands, Marching & Specialty Units** (see also, Appendix III – Marching & Specialty Units Rules & Regs.)
 - a) Non-Competition
 - Military Band
 - Marching Performance
 - Special
 - Drill Team, including School ROTC
 - School Band
4. **DEADLINES**

- **Equestrian Application – June 30, 2010**
- **Halau / Dance Troupe – June 30, 2010**
- **Float Application – June 30, 2010**
- **Band Application – June 30, 2010**
- **Marching Application - June 30, 2010**
- **Dress / Description of Pa'u unit and Pooper Scooper – July 15, 2010**
- **Horse Trailer Application – August 1, 2010**
- **Script Form / Information Deadline – August 20, 2010**
- **All Parade Participants Meeting – August 25, 2010**

Each application will be reviewed. The Parade Committee will advise applicants of acceptance or rejection no later than **July 16, 2010**. **THERE WILL BE NO EXTENSIONS TO THE STATED DEADLINES.**

ENTRY CLASSIFICATION & RULES (Continued)

B. SPECIAL NOTES

1. The Parade Committee determines parade size.
2. Minimum participation for marching units of a single organization or group will not be less than 50 persons. Exceptions for "Official Sponsor" Banner units.
3. Maximum participation of a single sponsor, organization or group will not exceed 500 persons regardless of unit configurations. No exceptions!
4. Should a sponsor desire a multi-unit group be kept together, all consideration will be given by the Parade committee.
5. Participation in the Aloha Festivals Floral parade is by invitation only. All participants must abide by the rules and regulations established by the Aloha Festivals Parade Committee.
6. Violation of Parade Rules may, at the discretion of the Parade Chairperson, result in suspension from the parade and/or from future participation.
7. **ALL NEW ENTRIES ARE REQUIRED TO SUBMIT A BRIEF PERFORMANCE IN VHS OR VIDEO CD FORMAT WITH ITS PARADE APPLICATION SHOWING THE GROUP'S PLANNED PARADE ROUTINE. RETURNING APPLICANTS ARE REQUIRED TO SUBMIT A COLOR PHOTO WITH A BRIEF DESCRIPTION OF THEIR PERFORMANCE ROUTINE TO COMPLETE THE APPLICATION. INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.**

II. PARADE RULES

For your safety and comfort, the benefit of spectators and television viewers, and toward the continued excellence of the Aloha Festivals Floral Parade, the following rules must be followed closely:

- A. Persons may not accompany an entry on foot unless they form an integral part of that entry. Persons allowed must not detract from the entry in any way and the Parade Chairperson will determine compliance. Uniforms and/or coordinating colors are required for **ALL** participants including booster groups/escorts.
- B. Participants **MUST** keep position assigned to them in the parade formation area and throughout the parade to its official terminus unless directed otherwise by an official parade monitor. **NO EXCEPTIONS.**
- C. During the parade, a distance of approximately 60-feet must be maintained between all units unless otherwise instructed by a Parade Monitor. Should the parade stop, close the gap to 30 feet. Reestablish the 60-foot spacing when the parade begins again.
- D. Floats may stop **ONLY** if the unit ahead stops or if instructed to do so by a Parade Monitor. Drivers may not stop or deviate from the straight, forward progress of the parade route.
- E. **FLOAT BREAKDOWNS:** should a float break down, 3 minutes are allowed to restart the engine, if a float cannot be restarted within 3 minutes, a tow vehicle will be summoned and the parade will be instructed to continue around that entry.
- F. Bands and Specialty Units engaging in counter marches or other trick maneuvers may not delay the forward progress of the parade.
- G. There is no food service in the formation area. Eat a good breakfast before assembling and keep hydrated. However, please remember that the parade route is a long, slow, 3.5 miles without restrooms.

PARADE RULES (continued)

- I. Float entry passengers **DO NOT DISEMBARK FROM YOUR FLOAT** along the parade route unless absolutely required because of illness or other emergencies. Notify a Parade Monitor if an emergency arises.
- J. **ALL PARADE ENTRANTS - DO NOT THROW FLOWERS OR OTHER OBJECTS TO BYSTANDERS.**
- K. **ENTRY COORDINATOR/CONTACT PERSONS** are responsible for making all rules and regulations relevant to your parade entry available to, and understood by, the participants.

II. MANDATORY PARADE PARTICIPANTS MEETING

Parade formation details will be issued at the annual Parade Participants Meeting on **Wednesday, August 25, 2010**, 6:00 p.m., Mission Memorial (Next to Honolulu Hale).

A representative from each entry must check in with his/her respective Parade Committee Chairperson – Float, Equestrian, Halau / Dance Troupe, Bands, and Specialty Units – prior to the meeting.

Failure to attend may, at the determination of the Parade Committee and Parade Chairperson, affect your entry's participation in the parade.

Any questions, call: Kimo Keawe, Parade Chair at: (808) 723-5276 or email him at:
kimo@sot-hi.com



ALOHA FESTIVALS

Kimo Keawe, Parade Chair • 150 Hamakua Dr, #810 • Kailua, HI 96734 • (808) 723-5276
Email: kimo@sot-hi.com • Website: www.alohafestivals.com

ALOHA FESTIVALS FLORAL PARADE

9:00 a.m., Saturday, September 25, 2010

Mele 'Ailana *"Celebrate Island Music"*

APPENDIX I 2010 FLOAT RULES & REGULATIONS Parade Date: September 25, 2010

The sequence of the parade is extremely important. Therefore, NO STOPPING OR SLOWING will be allowed except by direction of the police or an official parade monitor.

I. DIMENSIONS

- A. Floats include a power-driven float chassis or truck.

Length: 50-feet (maximum)
Width: 10-feet (maximum)
Height: 15-feet (maximum from ground to highest point, excluding riders)

- B. Variances: Any variance from established dimensions or rules must be applied for, in writing, no later than **June 30, 2010**. The Parade Committee will review the request and provide a written response to that request. NO EXCEPTIONS.

II. CLASSIFICATIONS

Float entries are classified into the following groupings:

A. COMPETITION

1. Commercial: Any entrant using the name of a business or professional organization.
2. Non-Commercial: Includes fraternal, civic, religious and social organizations.

III. DECORATION

- A. Only natural vegetation — flowers, foliage, seeds, etc. – may be used. No artificial materials may be used. No dying or painting of any natural vegetation. NO LESS THAN 60% OF FRESH FLOWERS AND NO MORE THAN 40% OF DRY MATERIALS CAN BE USED.
- B. All **surfaces** of the entry — **including the cab of the truck or trailer** — **MUST be covered by natural vegetation except for driver visibility openings.**

IV. SKETCHES

- A. Each entrant must submit a color rendering (sketch) of the proposed entry on a 11" x 17" sheet of paper.
- B. Sketches must be submitted to the Aloha Festivals Office no later than **July 30, 2010**. No exceptions.
- C. The renderings/sketches are for concept only and need not reflect scale and natural vegetation that will be used.
- D. Renderings will become the property of Aloha Festivals.

V. ALOHA FESTIVALS FLOAT CONSTRUCTION SITE

- A. Float Construction Site will be provided upon request at the time of application. Space is limited and will be on a first come, first serve basis.
- B. No security is provided at the construction site. For your own safety, protect personal belongings and materials belonging to your group or entry.
- C. Each entry will be responsible for clean up of its assigned area, due for inspection by the day following the parade, or will be billed for clean up.
- D. An official Aloha Festivals representative will be at the construction site/assembly site for your safety. All participants must abide by his/her instructions.

VI. AREAS FOR SPECIAL ATTENTION

The Float Chairperson prior to assembly must inspect all float chassis. Contact the Float Chairperson to make arrangements for float inspection.

- A. Batteries – Two (2) freshly-charged batteries of proper voltage and capacity are required in each float. They must be in place the evening before the parade.
- B. Brakes – Hydraulic brakes are strongly recommended. Mechanical brakes may be used if deemed adequate by the Float Committee. An emergency brake system is required.
- C. Chassis – The float chassis, or framework, must be of sufficient strength to support added features and riders. No chassis, or framework, or any part thereof, may be less than 10– inches from the ground.
- D. Controls – Brakes, clutch pedals and foot throttle are required. Starter switch or starter button must be firmly fastened and readily accessible. An ignition or toggle switch is required. Ammeters, temperature gauges and oil gauges must be in plain view of the driver.
- E. Driver Space – The float driver must be provided with a safe and comfortable seat facing forward. The compartment must be well ventilated to protect against engine fumes and heat.

AREAS FOR SPECIAL ATTENTION (Continue)

- F. Driver Visibility – The driver must have a clear view of the area in front of him/her so he/she does not have to rely on external guidance.
- G. Driver Selection – The driver should be selected early so he/she can become familiar with the float operation and/or obstacles getting to and from the assembly area.
- H. Driver Entry/Escape – Provision must be made for the rapid entrance and exit of driver so the driver can easily reach his/her seat and so the entrance/exit is free of obstacles.

AREAS FOR SPECIAL ATTENTION (Continued)

- I. Engines – Engines should be of recent manufacture and accessories of current production. A generator or alternator is required. Carburetors should be kept covered during construction.
- J. Fire Extinguishers – One 4–pound dry chemical extinguisher must be placed within easy reach of the driver. Other types of extinguishers are prohibited. All extinguishers will be checked and approved by Float and/or Parade Committee persons before the float leaves the construction site.
- K. Fuel pumps – Electrical fuel pumps are preferable, but mechanical pumps may be used.
- L. Gasoline Fill Pipes – Fill pipes must be accessible and caps painted “**GREEN**” for identification.
- M. Gasoline Lines & Tank – Must be filled to capacity at the start of the parade. Flexible lines and connections should be used to prevent leaks. Any line within 6–inches of the exhaust manifold should be wrapped with a fireproof material.
- N. Radiator & Cooling System – Must be checked for leaks and allowance made for adequate air circulation. Check that all fan belts are in good condition. For air cooling systems, check fan belts and drive system for proper operation. Radiator caps should be painted “**RED**” for easy identification.
- O. Steering – Float designs usually stress steering mechanisms. Extended steering systems must be braced every 36–inches. Steering columns must be secured at top and bottom. A turning radius of 45–degrees, left and right, is mandatory.
- P. Tail Pipes – Exhaust from engines must be vented through leak–free pipes extending beyond the apron, back or side.
- Q. Tires – All tires should be reasonably new, of good quality and adequate capacity to support the load. Heavy–duty tires are preferable. A spare tire must be available. Tires must not rub against any portion of the frame when the wheels are turned. Access for changing tires within a reasonable time should be made with your own equipment.
- R. Towing Attachments. – Every float must be equipped with a suitable towing attachment projecting through the float apron and securely fastened to the chassis frame. No exceptions.
- S. Wiring – Wiring should be properly located and securely insulated to avoid damage by crushing, abrasion or inadvertent kicking or snapping by the driver.

VII. POLICE ESCORT, FORMATION AREA & LINE UP

- A. **Police Escort** – Motorcycle officers will escort floats from the construction site to the formation area. Floats will leave the construction site at 6:00 a.m. Floats built outside the Aloha Festivals construction site must provide a police escort to the formation area, at the sponsor’s own expense, and be in position in the formation area at 6:15 a.m.

POLICE ESCORT, FORMATION AREA & LINE UP (Continue)

- B. **Formation Area** – Floats will be parked at the formation area in the order of their respective parade appearances. Minor repair work and touch-up may be performed, but any such activity must not impede road traffic.
- C. **Line up** – All floats must be at the designated parade formation area by 6:15 a.m. parade day.

VIII. JUDGING

- A. **Float Judges** – will visit your float construction site on Friday evening, September 25, 2010, to familiarize themselves with the details of the construction, theme depiction, dimensions, vegetation usage, etc.

Clean your construction area prior to the judges' announced arrival.

- B. **Final Judging** – will take place on Saturday, September 25, 2010, at the Kewalo Basin formation area, between 7:00 and 8:30 a.m. Each float will be given ten minutes notice to prepare for judging.

ALL RIDERS SHOULD BE ON THE FLOAT AND WALKERS IN POSITION WHEN THE JUDGES ARRIVE, AND YOUR ENTRY SHOULD PERFORM AS IF IT WERE IN THE PARADE.

- C. **Award Announcements** – will be made prior to the start of the parade.

- D. **Criteria**

Judging criteria and final decisions are based on the following:

- | | | |
|----|--|------------------|
| 1. | Overall Effect | 40 points |
| | Photo impact of design, most colorful, attractive, elegant, picturesque. | |
| 2. | Floral Usage | 30 points |
| | Use of flowers, seeds, greenery and other natural materials | |
| 3. | Animation | 20 points |
| | a) Mechanical Props | |
| | b) Human | |
| | Mobility on float, dancing, costumes, use of music and participant animation on float. | |
| 4. | Theme | 10 points |
| | Consideration of Aloha Festivals Theme. | |

TOTAL POINTS POSSIBLE 100 POINTS

Judges will also consider the appearance and effectiveness of costumes, workmanship, attention to aprons — both sides, top and rear of float.

During the parade, floats must proceed in the prescribed manner past the Reviewing Stands. There will be no stopping or unnatural movements.

E. AWARDS

Awards will be announced prior to the parade start.

1. **Grand Sweepstakes Award** – *Highest Total Points*
2. **Commercial Division**
President's Award
Governor's Award
Grand Marshal's Award
3. **Non-Commercial Division**
Parade Director's Award
Mayor's Award
Board of Director's Award

IX. POST-PARADE & DISMANTLING AREA

Floats will proceed past the official parade terminus at Kapahulu Avenue and park on the Diamond Head side of Monsarrat Avenue. Parking will be monitored and guided by Parade Monitors.

Disassembling – NO DISMANTLING IS ALLOWED AT KAPI'OLANI PARK AREA. NO DUMPING OF TRASH ON CITY & COUNTY OR STATE PROPERTY.

Aloha Festivals Float Building Site - Each entry will be responsible for clean up of its assigned area, due for inspection by the day following the parade, or will be billed for clean up.

DATES & DEADLINES TO REMEMBER

June 30, 2010	*	Official Floral Parade Application Deadline
June 30, 2010	*	Any application for variances, in writing, to Parade Committee.
August 15, 2010	*	Color rendering/sketch (11x17) delivered to Float Chairperson. NO EXCEPTIONS!
August 2010 (TBD)	*	Float Sponsor/Builders Meeting (Location & Time – TBD)
August 25, 2010	*	MANDATORY PARADE Participants meeting to be held at the mission memorial auditorium right next to Honolulu Hale at 6:00 p.m.
September 24, 2010	*	Judges visit construction site in the evening
September 25, 2010	*	5:45 a.m. Floats leave construction site at 6:00 a.m. Marshaling @ Kewalo Basin begins 7:00 – 8:30 a.m. Final Judging
September 25, 2010	*	ALOHA FESTIVALS FLOAT SITE CLEANED



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ALOHA FESTIVALS FLORAL PARADE

9:00 a.m., Saturday, September 25, 2010

Mele ‘Ailana “Celebrate Island Music”

PARADE SCRIPT INFORMATION

Application Deadline: August 20, 2010

(Please specify your participation)

- Sponsor Banner
- Equestrian Entry
- Float Entry
- Marching Entry
- Decorated Vehicle

(Type or Print)

I. UNIT PARTICIPANT INFORMATION

A. _____
Applicant/Unit Name

B. _____
Unit Coordinator/Contact

C. _____
Mailing Address

D. _____
City/State/Zip

E. _____
Telephone: Business Home Cellular Pager

Email

This is an application for participation in the 2010 Aloha Festivals Floral Parade. This is designed to provide Aloha Festivals with important information about your organization's proposed involvement. If your group is accepted the information on this form will be used for production and planning purposes.

Please include complete information that is typed or printed clearly so that we can properly represent your organization. You may attach additional sheets if necessary.

All "new" band applicants are required to submit a brief performance in VHS or Video CD format to complete the application. Returning band applicants are required to submit a photo to complete the application. Incomplete applications WILL NOT be considered.

Please include any additional materials with your application that you deem necessary, including press packages or news clippings. Materials will not be returned.

RELEASE PERTAINING TO ALOHA

FESTIVALS ACTIVITIES

In consideration of being permitted to participate in any Aloha Festivals event (the "Activity"), I hereby release, waive, and discharge Aloha Week Hawai'i, Inc., a Hawai'i corporation, dba Aloha Festivals, its affiliates, subsidiaries, officers, directors, employees, agents, servants, attorneys, insurers, and persons employed or engaged by them, as well as their respective heirs, personal representatives, successors and assigns, hereinafter collectively called "Aloha Festivals" from any and all claims and/or liability to me, my spouse, legal representatives, heirs, personal representatives, successors and assigns, for any and all loss, damage or injury, and any claim or damages resulting thereof, on account of injury to my person or property, whether caused by the conduct or negligence of Aloha Festivals or otherwise, while I am conducting such Activity.

I expressly agree that this Release is intended to be as broad and inclusive as permitted by the laws of the State of Hawai'i, and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

I am executing this agreement for myself, my spouse, legal representative, heirs, personal representatives, successors and assigns.

Signature

Print Name

Date

Revised 3/31/10



ALOHA FESTIVALS

PHOTO RELEASE FORM

As an entrant in the 2010 Aloha Festivals Floral Parade we are aware that our entry may be photographed by professional photographers along the Parade route.

We hereby grant to Aloha Festivals the right to use the photographs of our entry or any likeness thereof in the pursuit of its promotional efforts and waive any rights to compensation for this use in perpetuity.

_____	_____	_____
Signed	Title	Date
_____	_____	_____
(Business, Organization, School, etc.)		(DaytimeTelephone)
_____	_____	_____
(Address	City/State	Zip Code

P.O. Box 15945 • Honolulu, Hawai'i 96830-5945 • Ph: 808.391-8714
Fax: 808.923-2622 • email: aloha.festivals@waikikiimprovement.com •
website: www.alohafestivals.com

To foster the Aloha Spirit through the perpetuation of the Hawaiian culture and the celebration of the diverse customs and traditions of Hawai'i