

2024 Rose Parade Entrant Information



Welcome!

Welcome to the 126th Luther Burbank Rose Parade & Festival, a Sonoma County tradition dating back to 1894! We are thrilled to be bringing the Parade & Festival back to our community on May 18, 2024 with the theme "Trek Thru Time".

Trek Thru Time - Celebrating Sonoma County's Past, Present and Future

Step into a time machine with us at this year's Luther Burbank Rose Parade & Festival. We're taking you on a voyage through different historical eras, exploring space and time travel, and celebrating Sonoma County's unforgettable past, lively present and inspirational future.

Entry Fees and Deadlines

School Groups/Public Service Agencies: \$0

Non-Profit Groups/Individuals: \$250

Businesses: \$500

The online application closes on March 22. Paper applications MUST be received by March 15 and can be mailed to 50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404.

Awards

The following awards and prizes will be given based on the opinions of our illustrious judges.

Best Overall - \$1,000

Most Creative - \$750

Best Use of Theme - Past (\$250), Present (\$250), Future (\$250)

Best Use of Flowers - \$250

Best High School Band - Pizza Party!

Best Middle School Band - Pizza Party!

Selection Criteria

In the event more entries are received than can be presented in the parade, the committee will select entrants based on complete applications. Please be as descriptive as possible when you complete the form. Priority will go to fully-decorated floats, marching bands, costumed/performing novelty or specialty groups, and those who will contribute to an entertaining and exciting parade.

www.lbroseparade.com

Questions? Contact lbroseparade@gmail.com

General Rules for Entry

The following guidelines are designed to make the parade safe, enjoyable and entertaining for all. Please read them! Compliance with the guidelines is critical for a safe and smooth event. It is your job as the primary contact person for your group to ensure each of your participants understands these rules as well.

1. All entries should be decorated or costumed and relate to the Parade Theme: "Trek Thru Time!" Check out our Pinterest board for some inspo!
2. All entries should have at least one rose visible - natural flowers, painted, drawn or sculpted, printed - whatever works for your group. It is a Rose Parade after all!
3. Rain or shine folks! The Parade will go on as long as the weather doesn't present a danger to participants or spectators. You live in Sonoma County, you know how to prepare for the weather here - make sure your group does too.
4. As with life, this parade moves forward. Performing groups should choreograph routines to maintain forward motion at the parade pace. No slow cadences allowed.
5. All entrants must conform to the description stated on their application. Any changes must be submitted in writing with a copy of your Entry Application. No changes will be allowed after Friday, April 12.
6. All amplification systems must be noted on application and approved by the Parade Committee. All musical groups are required to play through the entire parade route. No one likes a silent tuba.
7. All entries are prohibited from passing out any written materials, such as pamphlets, leaflets or flyers. Nobody wants more paper.
8. No political entries will be accepted. No units displaying political advertising will be permitted to enter the line-up. Units discovered to have political advertising along the route will be removed from the line-up immediately. Currently serving elected officials may be invited to ride in the parade with signs identifying their current status. They may not campaign for re-election, nor may they display any electioneering materials in the parade.
9. The number of motor vehicles and self propelled vehicles per entry may be limited and is dependent upon committee approval once the final parade lineup is determined. Marching groups may also be limited, or divided into two contingents, if larger than 50 people. If the committee requests changes to your entry, you will be notified by April 26.
10. The maximum size of a float is 9 feet wide (8 1/2 feet will fit in a traffic lane to drive to the parade), 60 feet long, and 13 1/2 feet high. Traffic lights and signs overhang the route and hitting one of those is really frowned upon. This is should be an easy one to avoid, so please do not exceed height limit. A maximum of 20 walkers may accompany any float.

General Rules for Entry (continued)

11. Livestock, reptiles, wild and domestic animals shall not be in the parade without specific written approval by the Parade Committee. Entrants are responsible for all animal wastes along parade route and in staging and disbanding areas. All entries involving animals must provide proof of current insurance with the entry application. All entrants with animals must provide designated person to clean animal waste.

12. An application is considered complete when the following are received:

- Application form (find the digital and paper versions at www.lbroseparade.com/join)
- Check or money order for application fee (due by March 31)
- Photocopy of insurance, as applicable (All entries containing animals or a motor vehicle must submit evidence of insurance.)

12. All entrants will be checked before entering the parade line. At check-in, any entry which does not conform to these guidelines, or their application, might not be permitted to participate and will not have any entry fees refunded. Entries depicting violence, illegal activities, or otherwise deemed inappropriate will not be allowed into the line-up and entry fees will not be refunded. (Not that we think any of you would do such a thing.)

13. Parade orders will be e-mailed before April 26, 2024. You will be sent a Parade Route map, your unit assignment, your parade number and staging time. Do us a favor and make sure EVERYONE in your group knows these details prior to parade day. Text it, print it, tattoo it on their arm - just make sure they know.

14. Parade Entrant meetings will be held in April and it is required that a member of your group attend. Multiple dates will be offered and will be emailed to you after registration. You will be required to sign a parade entry form, which will be evidence that you agree to all rules and will abide by those rules. Further, your signature on the entry form indicates that you agree that the LBR Parade & Festival (Luther Burbank Rose Parade & Festival), its Parade Committee, the City of Santa Rosa, and their associates, employees and agents, are released from any and all responsibility for loss, damage, or injury to any person or property relating in any way to participation in the Parade or Festival.

Parade Entrants Meeting

Mandatory Parade Entrant Meetings will take place at Redwood Credit Union (3033 Cleveland Avenue, Santa Rosa) on Monday, April 22 and Tuesday, April 23 at 5:30pm.

Insurance Requirements

All entrants with animals and vehicles are required to provide proof of liability insurance. Liability insurance must cover the animal participating in the parade.

Important Safety Rules

1. PARADE PARTICIPANTS MAY NOT THROW ANY ITEM OR ITEMS FROM THEIR UNIT, FLOAT OR AUTO! Costumed out-walkers may distribute appropriate items such as product samples, to the audience at the curb, but should not encourage the audience to leave the curb or move into the street. Remember, no written materials can be distributed.
2. Parade participants may not jump onto or off of any float or moving vehicle and may not interfere with any other unit in the parade.
3. Drivers of every vehicle in the parade must be at least 18 and have a valid driver's license. All motorized vehicles must submit proof of liability insurance with entry form.
4. Alcoholic beverages are forbidden on any float, in any vehicle, or on the person of any participant. Participants consuming alcohol prior to or during the parade will be removed from the line up.
5. Floats must have hand-holds or barriers to secure riders in the event of sudden stops or starts, chairs or seating must be attached to float-bed.
6. Floats must be constructed of fire safe materials and must carry fire extinguishers with a minimum rating of 2-A, 10-B:C on the float in the parade. The fire department will be present at the Parade Entrant Meeting to answer any questions. Please contact the Santa Rosa Fire Department (543-3500) for detailed information.
7. All individuals on self propelled and motorized vehicles must wear helmets as the law requires.

Parade Route

Staging will take place on 5th Street from Brookwood to B Street.

The parade steps off at Hope and 4th Street and ends at 4th and B Street.

Non-vehicular units will disband to the south and walk back along the sidewalk to Courthouse Square. A pedestrian crossing will exist at 4th and E should participants need to cross the parade route.

Street legal vehicles will disband to the south and enter the path of traffic on 3rd Street. Vehicles returning to be showcased at the event will disband north and hold in the parking lot at 5th and B before return to their designated parking area.

Each entry group will be given specific disbanding instructions at the Parade Entrants meeting.