



## 2011 CINCO DE MAYO FIESTA SATURDAY MAY 7, 2011

### PARADE REGISTRATION April 8, 2011 Deadline

Submit completed applications and all applicable fees to:  
*(Registration and additional applicable fees must accompany  
 registration form with checks made payable to REDA)*

REDA – Attn: Brian Gioielli  
 176 Cesar Chaves Street  
 St. Paul, MN 55107  
[bg@districtdelsol.com](mailto:bg@districtdelsol.com)  
 ph: 651.222.6347 fax: 651.222.8398

Participant Category	Early registration March 25, 2011	After March 25, 2011	Fees
For-Profit business & political organizations	\$200.00	\$300.00	\$ _____
Non-Profit and community based organizations	\$40.00	\$75.00	\$ _____
*OPTIONAL - Novelty distribution (see distribution rules below)	\$10.00	\$15.00	\$ _____
List item(s) to be distributed:	<input type="checkbox"/> Non typical item distribution request:		
			<b>TOTAL \$ _____</b>

Registration submission does not guarantee parade participation. All fees will be fully refunded if participation is denied.

PARTICIPATION INFORMATION		*Contact preference
Organization/Group Name		
** Primary contact		
Mailing Address		<input type="checkbox"/>
E-mail		<input type="checkbox"/>
Home phone		<input type="checkbox"/>
Work phone		<input type="checkbox"/>
Cell phone		<input type="checkbox"/>

\* Event information and updates will be sent to preferred method of contact selected

\*\* Primary contact listed must be present at parade check in

### PARADE UNIT INFORMATION

Limit of two vehicles (trailer/float count as one vehicle)

<b>UNIT INCLUDES</b> (check all that apply)	<b>car</b> <input type="checkbox"/>	<b>van</b> <input type="checkbox"/>	<b>truck</b> <input type="checkbox"/>	<b>trailer</b> <input type="checkbox"/>	<b>float</b> <input type="checkbox"/>	<b>other (describe)</b> <input type="checkbox"/>
	<b>Total unit length with tow and vehicle:</b>					
<b>MUSIC</b>	<b>amplified</b> <input type="checkbox"/>	<b>live</b> <input type="checkbox"/>	<b>Description:</b>			
<b>PARTICIPANTS</b> (maximum of 30)	<b>walkers</b> <input type="checkbox"/>	<b>dancers</b> <input type="checkbox"/>	<b>We are requesting approval to exceed 30 participants</b> <input type="checkbox"/>			
	<b>Describe the details of your request:</b>					
<b>INSURANCE</b>	<input type="checkbox"/> <b>I have included required proof of insurance for all vehicles listed above</b>					

### ORGANIZATION/UNIT DESCRIPTION

Maximum 30 word description required

Descriptions may include mission statement, location, history/background and other significant organization info.

Your provided description will be used in the television broadcast scrip and will serve as an introduction at the Opening Ceremony should your unit be selected as one of the parade contest winners. Please note that REDA reserves the right to revise appropriately.

**Confirmation letters or emails will be sent the week of April 25, 2011**  
**Para obtener esta información en español, llame a REDA al (651) 222-6347**

# LIABILITY WAIVER

REDA has adopted safety precautions required by law and in the general public's best interest. All participants must sign the below waiver for participation.

## WAIVER:

I/We, the undersigned, agree that REDA and event sponsors cannot be held responsible for damages or injuries resulting from participation in the 2011 Cinco de Mayo Fiesta Parade. I/We, the undersigned, assume such risks for all liability purposes of all our unit participants. If I/we agree to operate a vehicle in connection with the REDA facilitated Cinco de Mayo Fiesta Parade, I/we ensure that the driver is a valid licensed driver and possess valid automobile insurance as required by Minnesota State Law.

I/We accept responsibility of communicating the above information to all those participating in the Cinco de Mayo Fiesta Parade provided within this event registration.

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed name: \_\_\_\_\_

Title/position: \_\_\_\_\_

### COMPLETE REGISTRATION CHECKLIST

Required items to complete your registration

- Completed registration
- Proof of Insurance for all vehicles participating
- Payment
- Liability Waiver signed

### FOR OFFICE USE ONLY

Date Rec'd: \_\_\_\_\_  
Payment received: \_\_\_\_\_  
Payment method/check #: \_\_\_\_\_  
Insurance received: \_\_\_\_\_  
Community-based verified: \_\_\_\_\_  
Unit #: \_\_\_\_\_

# 2011 CINCO DE MAYO FIESTA

## Rules – Guidelines – Event Information

Failure to comply with the following may result in the loss of participation privilege and possibly affect future participation. Please provide this information with all participants in your unit. Event staff and volunteers will assist with you the check-in process and will be stationed along the parade route to provide further assistance.

### Participation Rules

- Approved registrations and unit line up positions are **absolutely non-transferable** to other individuals or organizations
- Event staff or volunteers reserve the right to change the placement of your unit if necessary
- All performances must be conducted while moving in effort to maintain a steady momentum
- Pets are **strictly prohibited** on the festival grounds. This includes check-in area, on parade floats and/or vehicles participating in the parade
- All vehicles and towed units must be in good working condition
- Drivers are responsible for maintaining safe distance from preceding and following units
- Applicant ensures that all children in parade unit will be adequately supervised throughout entire duration of the parade
- Alcoholic beverage use and possession is **strictly prohibited** during the parade

### Novelty Distribution Rules

Items may be distributed at the sole discretion of REDA Staff and REDA Parade Coordinator. Pens, pencils and toy balls are **not allowed**. All other items are strictly prohibited without prior approval. Request for distribution of items not listed can be submitted in the provided area of the registration form.

- Additional distribution fee must be paid
- All items must be handed not thrown for safety purposes
- All novelties must be **HANDED** out **NOT THROWN**
- Candy must be wrapped
- Novelty distribution permits will be provided at check-in. Units distributing without the permit will be required to surrender items
- REDA reserves the right to inspect all intended items to distribute

### Guidelines

Parade unit design may include vibrant colored decorations, music, organization signage and/or participants dressed in costume. The following guidelines are strongly encouraged:

- Parade units are encouraged to be decorated with the Cinco de Mayo Fiesta theme, representing the Hispanic/Latino culture or the West Side community
- Parade units are encouraged the usage of live or recorded music. Please indicate on registration as this will assist with placement in the parade.
- Parade units are encouraged to decorate with recycled materials

### Event Information

#### Parade Route

Start: 75 West Plato Boulevard (formerly Gross Givens Manufacturing)

End: Cesar Chavez & Ada Street intersection

#### Parade Check-In Times – late check ins risk parade participation

Check-in Vehicles/Floats: 7:00am - 8:30am

Check-in Walkers: 7:00am - 9:30am

Parade Start: 10:00am

### Parking

Participant parking is available in the Ramsey County Records parking lot (90 West Plato). Car pooling is strongly recommended. Space is limited and provided on first come first serve basis. Transportation returning to your vehicle following the parade is not provided.

## **2011 Cinco de Mayo Fiesta Parade Contest**

One award will be given for each of the three categories listed below. Winners will be notified at the end destination of the parade (Cesar Chavez and Ada intersection) or via cell phone of the primary contact listed on the registration. Winners will be officially recognized during the 12:45pm Opening Ceremony at the Viva Mexico Stage (corner of State and Cesar Chavez).

### **Parade Judging**

- Three judges will determine the parade contest winners
- Judging platform will be stationed at the corner of Wabasha and Cesar Chavez
- Participants are asked not to speak directly to the judges during the parade in effort to avoid any perception of impropriety
- 30 seconds will be allowed for participants to perform in front of the judging platform. This will be strictly enforced to keep the parade moving in a timely manner

### **Contest Categories**

#### **Heritage**

This award will be presented to the unit that best captures the cultural traditions of Mexican history. This parade unit portrays the best outstanding use of design, decorations, costumes, and colorful appearance that represent the Mexican culture.

#### **Most Spirited**

This award will be presented to the unit that best captures a festive mood through its use of music, artistic presentation, costumes, dance, colorful appearance and overall crowd appeal.

#### **Judges Choice**

This award will be presented to the unit of the parade judge's choice. They will look for creative expression and unique talent.