



24th Annual

The Summerlin Council
**PATRIOTIC
PARADE**

Sponsored by Summerlin and The Howard Hughes Corporation

**COME
JOIN US!**

YOUR COMPANY OR ORGANIZATION CAN BE PART OF THE GRANDEST TRADITION IN OUR COMMUNITY—THE 24TH ANNUAL SUMMERLIN COUNCIL PATRIOTIC PARADE!

DON'T MISS THE OPPORTUNITY TO BE A PART OF THESE FESTIVITIES COMPLETE WITH TENS-OF-THOUSANDS OF ENTHUSIASTIC SPECTATORS, SIGNIFICANT MEDIA COVERAGE AND GOOD OLD-FASHIONED PATRIOTIC SPIRIT.

SO CONSIDER BRINGING AN ALL-AMERICAN THEME TO LIFE BY APPLYING TO PARTICIPATE IN THE SUMMERLIN COUNCIL PATRIOTIC PARADE!

24th Annual

The Summerlin Council PATRIOTIC PARADE

Sponsored by Summerlin and The Howard Hughes Corporation.

WEDNESDAY, JULY 4, 2018
Las Vegas' Only Fourth of July Parade!

2018 PARADE POLICIES

The following information and guidelines are provided for everyone's benefit and safety. Please review all the rules and acceptance policies below before completing your application form. Questions should be directed to 702.341.5500 or summerlinpatrioticparade@summerlincouncil.com.

ENTRY SELECTION PROCESS

Application Deadline

All applications must be received in-house by The Summerlin Council no later than **Monday, April 16, 2018, at 5 p.m.** Applications may be hand-delivered or mailed to:

The Summerlin Council
Attn: Patriotic Parade
1910 Spring Gate Lane
Las Vegas, NV 89134

Please note: Postmarks do not count towards the deadline.

APPLICATION EVALUATION

All applications will be reviewed by and are subject to the approval of event organizers. Because of growing interest in participation, organizers will be capping the number of entries accepted in the 2018 Patriotic Parade to meet the limited time and space requirements of this event.

Participants in The Summerlin Council Patriotic Parade are expected to reflect the spirit of Independence Day or another theme which, in the opinion of the organizers, is entertaining, informative or educational. All entries must be in good taste and suitable for a family entertainment event. The parade will not be used as a platform for special interests.

Applications will be evaluated on their overall crowd appeal, community relationship and uniqueness. No entry will be accepted for consideration until all information, fees, and a description and sketch have been received. Incomplete entries will be returned. All accepted entries must remain faithful to their descriptions as submitted to the parade organizers for approval. Any major change to an entry must be resubmitted for approval.

Prior participation in the Patriotic Parade does not guarantee acceptance in 2018. Furthermore, The Summerlin Council reserves the right to restrict the number of entries in any type of category to ensure the diversity, quality and duration of The Summerlin Council Patriotic Parade.

CONFIRMATION OF RECEIPT

Each applicant will be emailed a confirmation stating their entry form was received for consideration by The Summerlin Council within 72 hours of its arrival. Any applicant not receiving this confirmation should contact The Summerlin Council at 702.341.5500 immediately. It is the applicant's responsibility to follow-up on their entry submission. Absolutely no applications will be considered after April 16, 2018—no exceptions.

Please note: The email confirming receipt of the application does not guarantee acceptance into The Summerlin Council Patriotic Parade. All applicants will receive a separate Email and/or letter notifying them if they are officially entered into the parade after review by the parade organizers.

ENTRY FEES

Non-Commercial - \$50

Commercial - \$100

Checks should be made payable to "The Summerlin Council."

Non-commercial entries are parade units entered by an individual, academic school, non-profit organization, service club or youth group which do not give logo or other significant promotional space to for-profit businesses. Commercial entries are parade units entered by businesses or corporations.

Entry fees will be returned for any applicant not accepted to participate in the parade. Entry fees are non-refundable for those units which decline their position in the parade after acceptance.

ENTRY ACCEPTANCE NOTIFICATION

Following a review of all prospective entries, applicants will be notified via email no later than April 23, 2018, as to their acceptance status. Unapproved entries arriving on parade day will not be allowed to enter the parade.

PARADE ORIENTATION

Parade organizers will schedule an orientation meeting with each participating group during the week of June 11. Each accepted entry should send at least one representative to this meeting to receive pertinent event instructions, their parade assignment number, a diagram of the staging area and a map of the parade route.

ENTRY REQUIREMENTS

Float

A "float" entry is considered to be any unit built on at least two wheels which is hand-pushed or pulled by a separate vehicle, or a flatbed truck with a minimum display area of 12 feet. Vans, pick-up trucks, cars and buses do not fall into this guideline. Each "float" should be festively decorated with materials significantly covering the entry. Organizations identifying their business or product must, in the opinion of parade officials, offer parade audiences an attraction which is entertaining, informative or educational. Individuals walking alongside a float (i.e. outwalkers) must be approved by parade organizers and adhere to the guidelines for walking units.



Each "float" should be festively decorated with materials significantly covering the entry. Organizations identifying their business or product must, in the opinion of parade officials, offer parade audiences an attraction which is entertaining, informative or educational. Individuals walking alongside a float (i.e. outwalkers) must be approved by parade organizers and adhere to the guidelines for walking units.

Car Clubs

Due to staging area space limitations and event time restrictions, a small number of car clubs will be accepted to participate in the 2018 Patriotic Parade. Only those clubs providing the greatest entertainment appeal (i.e. those representing novelty, antique or very unique modes of transportation) and who have a community relationship will be considered to participate in the Patriotic Parade. Entry admittance will be made at the discretion of parade organizers. Unfortunately, prior participation in the Patriotic Parade does not guarantee acceptance in 2018. Those car clubs accepted to participate in the parade will be limited to a maximum of 16 vehicles per club. Car club applications will be reviewed and selections made following the application deadline of April 16, 2018. Acceptance notification will be emailed to each applicant by April 23, 2018.



Walking Units

Due to event time restrictions, a limited number of walking units will be accepted to participate in the 2018 Patriotic Parade. Walking groups must have a minimum of 20 participants (not including those individuals walking curbside distributing materials) and must be able to withstand the heat and pace of the parade. Only those walking groups with a high level of audience appeal (i.e. creating a visually exciting display, walking or marching in formation, appearing with uniform movement and attire, etc.) and /or community



relationship will be considered to participate in the Patriotic Parade. Entry admittance will be made at the discretion of parade organizers. Unfortunately, prior participation in the Patriotic Parade does not guarantee acceptance in 2018.

Although groups are not expected to perform like a fine-tuned military unit, they are required to walk in rows or designated formation (i.e. uniform forward movement versus people simply walking, waving and meandering through the parade route). In addition, groups should dress in coordinating attire or costumes and add a prop (like a briefcase, hat or item that represents the organization). Consider using arm movements or simply clapping along to the beat to tell your story and add to your crowd appeal. Parade organizers are happy to assist you in refining your walking unit for maximum effect. Please feel free to contact The Summerlin Council at 702.341.5500 to brainstorm creative ideas for your organization.

Walking unit applications will be reviewed and selections made following the application deadline of April 16, 2018. Acceptance notification will be emailed to each applicant by April 23, 2018.

Bands, Musical and Performing Groups

In an effort to improve the continuity and movement of the parade, units may not stop at the parade grandstands or along the route to perform. However, musical and performing groups are encouraged to achieve maximum audience appeal by incorporating music choreography and props into their forward motion marches and routines.



Parade organizers reserve the right to schedule parade performances as deemed necessary to enhance the overall impact of the parade.

Mascot and Characters

Mascots and characters applying to participate in the Patriotic Parade are required to appear in costume and ride in an approved motorized vehicle (i.e. convertible, float, decorated golf cart, etc.). No trucks are allowed for this purpose.



Political Entries

Elected officials who are not running for public office may participate in the Escort and Dignitary Line-up in front of the main body of the parade. The elected official must attend and participate in the parade. He/she cannot solely be represented by his/her staff and/or family.

Elected officials may not campaign for re-election, or for another office, nor may they display any electioneering materials. Those elected

Continued on next page

officials not running for a public office may ride in the parade with signs and clothing identifying only their current status. (Signs and clothing must be pre-approved by parade organizers.) No trucks are allowed for this purpose.

Please refer to the Policies and Guidelines portion of this document for rules pertaining to vehicle inclusion in the parade.

POLICIES AND GUIDELINES

Vehicles

Vehicles such as commercial and private everyday cars, vans, trucks, buses and other large vehicles will not be accepted in the Patriotic Parade unless towing a float or representing an integral theme to or entertaining element of the parade entry. Vehicle acceptance will be determined by parade organizers.

Entry Positioning

Proper position is important to the diversity and flow of the parade. It is impossible to place everyone at the front of the parade. Parade organizers determine the position of all entries. Each entry must maintain its position throughout the event unless directed otherwise by law enforcement or a parade official.

Parade Movement

The continuity and movement of the parade is considered of paramount importance for the enjoyment of the event. As such, parade organizers have elected to make the Patriotic Parade a **FORWARD MOTION PARADE**. Therefore, all entries must continue in a forward motion at a reasonable pace at all times. No units may stop to perform or address the crowds anywhere along the parade route unless your unit is specifically notified to stop by a parade official.

No Campaigning/Expression of Political Views

No political campaigning or advocating, opposing or advertising any political or social issues or person is allowed in the Patriotic Parade. This policy includes all related signs, banners, clothing and audio. Units displaying political advertising will not be permitted to enter the parade line-up. Units discovered to have political or social advertising will be removed from the line-up immediately.

Elected officials who are not running for a public office may ride in the Escort and Dignitary Line-up of the parade with pre-approved signs and clothing identifying only their current status. They may not campaign for reelection, or for another office, nor may they display any electioneering materials.

Safety

No articles of any sort may be thrown from moving vehicles or by parade participants to the spectators.

This creates a very dangerous situation for youngsters running into the middle of the parade entries and vehicles. Walkers distributing candy or approved novelty items must do so along the curb in a safe manner. Participants who violate this rule may be asked to leave the parade route and will not be allowed in future parades.

No spraying of water or other liquids is allowed. This is a liability factor that could result in personal injury or property damage. Personal misting devices are permitted.

The use of fireworks, sparklers, etc. is prohibited.

Firearms and Weapons

No participant may carry a firearm or other weapon in the parade. Only toy guns and weapons used for costume purposes are allowed.

Starting Time and Location

The Escort and Dignitary Parade begins at 8:30 a.m. with the Parade Main Body stepping-off promptly at 9 a.m. All accepted units will be assigned an arrival time prior to the parade commencement. Units arriving late may be removed from the parade line-up for safety purposes.

Staging area assignments will be determined following the finalization of the parade line-up. Arrival time and staging area assignments will be communicated to each accepted entry at the parade orientation meeting.

The parade will begin at the corner of Hillpointe Road and Hills Center Drive in Summerlin. Participants will travel south toward the Village Center Circle roundabout before heading west on Trailwood Drive. The parade will end at the corner of Trailwood Drive and Spring Gate Lane.

JUDGING AND AWARDS

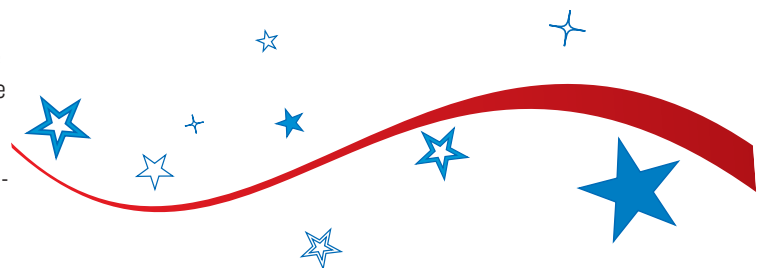
To be considered for an award, you must check the "yes" box on the parade application form indicating you wish to be judged.

Awards will be presented in the following categories:

- Parade Float
- Veterans/Military Organization
- Community Service Organization
- Walking Unit
- Band or Musical Group
- Performing Group
- Car Club
- Polly Gonzalez Community Spirit Award
- Judge's Award

Floats will be judged on their originality, use of materials, theme and overall quality and craftsmanship. Other units will be evaluated for their presentation, appearance and showmanship, and overall crowd appeal.

The Polly Gonzalez Community Spirit Award is given to the community organization whose entry and participants collectively display the best patriotic spirit, enthusiasm and creativity.



TIPS FOR A DYNAMIC PARADE ENTRY

Participants in the Summerlin Council Patriotic Parade are expected to reflect the spirit of Independence Day or another theme which, in the opinion of the organizers, is entertaining, informative or educational. Because this event draws more than 30,000 spectators, make the most of this opportunity for exposure in the community with the following suggestions:

- Begin planning early. Form a parade committee to brainstorm design concepts and create renderings. Identify the materials needed and costs involved with accomplishing your design goal.
- Go for maximum impact. Be bold, big, unique, colorful and, most of all, entertaining! Consider the use of animation.
- Consider audience appeal. The Summerlin Patriotic Parade is family-oriented and, as such, many children are in attendance.

Keep your unit's performance bright and spirited for the entire parade route. Put yourself in "kid mode" and think of what would capture a young imagination.

- Create a uniformed appearance for your participants. Wear coordinated attire, costumes or use props.
- Don't simply walk or meander through the parade route. Walk in formation and/or add a little choreography to your movement to make your entry more visually exciting for the audience.
- Evaluate the feasibility of the design. Be sure that you can translate your imagined design into a tangible creation... and make absolutely sure that the entry you design can travel the entire parade route.



CONTACT THE SUMMERLIN COUNCIL AT 702.341.5500 FOR IDEAS AND RECOMMENDATIONS TO MAKE YOUR PARADE ENTRY A TRULY MEMORABLE ONE!

EXAMPLES OF APPROVED PATRIOTIC PARADE ENTRIES

FLOATS



WALKING UNITS



CAR CLUBS



BANDS & PERFORMING GROUPS



MASCOT

