



2018 Magic Hat Mardi Gras Call for Floats & Entertainers Packet

CALLING ALL REVELERS! Do you think you've got what it takes to have a float or strut your stuff in the 23rd Annual Magic Hat Mardi Gras Parade? It's an exhilarating experience and it all takes place on **Saturday, March 10, 2018**.

NEW THIS YEAR! Magic Hat is looking for talented groups or individuals to show us what you've got as you walk in the parade amongst the floats. Marching bands, dancers or dance troops, one-man bands, or any other musical performer, **THIS MEANS YOU!**

If you want to participate with a float, or as a parade entertainer, here's what you need to do...

1. Read and sign the "Participation Guidelines".

There are several changes from year's past, so please read the entire "Float Participation Guidelines" or "Parade Entertainer Participation Guidelines" section of this packet, and sign the last page indicating that you have read all the guidelines and swear to adhere to them!

2. Fill out "Float Contact" page.

Please fill out the "Participant Contact Page" so we can contact you with additional information.

3. Attach sketch and description OR a description and video.

FOR FLOATS: Send us a sketch of your proposed float with a brief description including the central theme. There is a first come, first serve basis on themes in order to avoid duplication. Themes will be granted when a completed packet AND check are received. Remember, we are looking for people who want to spend some time creating a mobile piece of art, something eye-catching, colorful and fun!

FOR PARADE ENTERTAINERS: Send us a description of your act with a short video including all of the members of your team. Similar *sty/es* of performers will be allowed, however similar themes or music will be based on a first sent in basis. For example, more than one marching band will be permitted, however only one can play songs from movies. Remember, this is a family event so any forms of nudity or vulgarity will not be permitted.

4. Send us a check.

FOR FLOATS: Send us a check for \$200 made payable to **Magic Hat Brewing Company**. Your \$200 fee includes 3 cases of throw beads (750 per case), 1 box of moon pies, and 1 box of Lake Champlain Chocolates to be tossed from your float. Additionally, the \$200 includes a \$50 tax-deductible gift to Vermont Foodbank. Please note: your \$200 fee is not refundable under any circumstance EXCEPT in the case that the event is cancelled.

FOR PARADE ENTERTAINERS: Send us a check for \$50 made payable to **Vermont Foodbank**. This will be a tax-deductible gift to the Vermont Foodbank. Please note: your \$50 fee is not refundable under any circumstance EXCEPT in the case that the event is cancelled.

5. Send us a SEPARATE check for \$50.

Send us a SEPARATE check for \$50 made payable to the **Vermont Foodbank** to serve as a returnable **Behavior Bond**. Each year we work with the City of Burlington as well as the Police and Fire Departments. These folks grant us our permits in the good faith that our parade participants will follow the rules and guidelines. Following the parade, the staff of Magic Hat will determine if rules were followed by participants, and will destroy the \$50 check if they were. Otherwise, the bond will be donated to Vermont Foodbank.

6. Send fully completed packet to us by **Thursday, February 15, 2018:**

Magic Hat Mardi Gras Floats
c/o Delaney Meeting & Event Management
1 Mill Street, Suite 315
Burlington, VT 05401
elise@delaneymeetingevent.com

P: (802) 865-5202 / F: (802) 865-8066



Float Participation Guidelines

You will receive a complete Confirmation Packet with more details, but please keep this packet for your reference.

INSURANCE REQUIREMENTS

It is best to lock down your auto and general liability insurance coverage sooner than later. Please note that if you are unable to show proof of insurance you will not be allowed to participate in the parade and you will not be entitled to reimbursement of your float participation fee. (In this case, your \$50 Behavior Bond will be returned.)

FLOAT INSURANCE

All floats must have a Certificate of General Liability Insurance with the following listed:

- General Liability: \$1,000,000 per occurrence; \$2,000,000 aggregate
- **Please have "North American Breweries, Inc.," listed as Additional Insureds on your General Liability coverage for March 10, 2018**
- A copy of your Certificate of Insurance must be mailed (postmarked) or faxed to Delaney Meeting & Event Management by **February 15, 2018**

AUTOMOBILE INSURANCE *(You must have ONE of the following)*

*Requirements for a **Commercially Owned Auto**:*

- Must carry \$1,000,000 in Auto Liability Limits. Please have "North American Breweries, Inc.," listed as Additional Insureds on your General Liability coverage for **March 10, 2018**
- Proof of insurance policy.
- A copy of this document must be mailed (postmarked) or faxed to Delaney Meeting & Event Management by **February 15, 2018**

*Requirements for a **Privately Owned Auto**:*

- Proof of insurance policy detailing auto liability coverage
- A copy of the front "Declarations Page" of your policy showing coverage through **March 10, 2018** is required
- If your vehicle is privately owned, copies of both of these documents must be mailed (postmarked) or faxed to Delaney Meeting & Event Management by **February 15, 2018**

If there are substitutions or a change in vehicle insurance status, please inform us immediately. All vehicles will be required to have proof of current and valid insurance on the day of the event.

FLOAT DRIVER DRIVER'S LICENSE

A copy of your Float Driver's license must be mailed (postmarked) or faxed to Delaney Meeting & Event Management by ...you guessed it... **February 15, 2018**. Be sure that your driver is in good standing with the Burlington Police Department and has a valid driver's license. We have been asked by the Burlington Police to provide a copy of every float driver's license to be sure that they are valid. Operators understand that their Float Ambassador will be notified if the operator/driver of their float has a suspended license or has ever been convicted of a D.U.I. In either case, the Float Driver will not be permitted to participate as a Float Driver. This is to ensure the safety of everyone in the parade, and is not intended to get anyone "in trouble." If your float driver changes before the parade you must notify Delaney immediately and send an updated photocopy of your new driver's license. The ambassador and the driver will each need to attend a safety meeting at the Burlington Police Department in mid to late January.

INDEMNIFICATION

You (Float Ambassador), your float driver, and **all float passengers** must each sign an indemnification form to participate in the parade. If your float will have minors riding on the float, a parent or legal guardian will be required to sign the indemnification on behalf of the minor. **An indemnification form will be provided on parade day.** This must be filled out and turned in during Float Set up at the Hood Lot.

FLOAT REQUIREMENTS

Pull Vehicle:

Please be sure that the vehicle you use to pull your float is in proper working order and capable of pulling your float. We have had issues with vehicles breaking down during the parade when pulling the float and, as you can imagine, this makes for a very big issue during show time. **No tractor-trailers are allowed.**

Float:

A float is **ONE** motorized moving vehicle. If you show up with two motorized vehicles, only one will be allowed to participate. A truck pulling a trailer is considered one float. A truck pulling a trailer followed by a car is considered two floats. Any human-powered float will not be permitted to participate in the parade. A float that is human powered gets trampled and cannot keep up...leaving huge gaps in the parade. **The only humans permitted on the parade route are the TWO optional Float Walkers, and TWO optional banner carriers.**

Height:

Height of the float (from the ground to the top decoration) **cannot exceed 15 feet.** There are overhead wires on many of the Main Street intersections that your float needs to clear safely.

Length:

Length of the float itself **cannot exceed 50 feet.** Anything longer than this will have difficulty making turns on the parade route. The length of the truck pulling your float is not to be included in the 50-foot maximum float length.

Width:

Width of the float **cannot exceed 8 1/2 feet.** Everything must be tacked down to the side. There can be no paper flowing near the wheels. Anything wider than this will create difficulties when making turns on the parade route.

Tires:

Nothing should be obstructing your tires or flowing around them. This includes fringe and fabric around the base of the float.

Fire:

Absolutely no fire, open flames, or pyrotechnics are allowed on floats per the Burlington Fire Department. Citations will be issued for any violation of open flames.

Generators/Propane:

We LOVE music on floats, and having a generator on your float allows you power to amp these up (safely of course). **Propane used for generators is ok but propane tanks MUST be secured to the float. If a generator runs on gas it is ok, but it needs to be filled up before you get onto the parade route. NO gasoline, kerosene, or fuel cans are allowed on the float.**

Guard Rails:

Sturdy guardrails surrounding the entire float **are mandatory. Rope is not enough** and will NOT be approved. The back guardrail must be especially strong. **Floats that do not have at least 34-inch guardrails (measured from the bottom of the float bed) surrounding the entire float will not be allowed in the parade.** The Fire Marshal will be on-site to approve all floats and guardrails.

Children on Float:

All children under the age of 10 years old must be tethered to the float. A tether can be made with carabineers and rope, which are attached to the float. Any climbing store can help you with this.

Float Driver:

Choose your driver wisely... and make sure they are substance free. **The driver is NOT ALLOWED to toss items from the vehicle; the driver must remain attentive at all times and keep both hands on the wheel and eyes looking forward.** Additionally, the driver must maintain a reasonable speed on the parade route to avoid huge gaps between floats. This is imperative to prevent a collapse of people onto the parade route.

Banner Carriers (Optional):

Each float is allowed to have a banner before their float, though it is not mandatory. **If you do have a banner there can be no more than 2 people carrying the banner.** We do encourage banner carriers to be in costume, but absolutely **no banner carriers are allowed to toss beads or other items.** We respectfully require that any person running for political office ride on the float. The only walkers allowed are the banner carriers.

Float Walkers (Optional):

Although float participants try to get their items tossed well into the crowds, many items can get dropped before reaching the crowd. Each float now **has the option** to have **two people** walk behind and/or on either side of the float "sweeping" anything that gets dropped or tossed too close to the float. They will then re-toss these items into the crowd. The walkers will be considered "parade staff" and will receive a Magic Hat Mardi Gras T-Shirt with "Float Walker" on it. **Float Walkers must be at least 16 years old and substance free. Like the Banner Carriers they are not to engage with the spectators and must be alert and pay attention to the task at hand.**

Float Participants:

With the exception of the two banner carriers and two float walkers all other participants **must** be on the float.

Float Sponsors:

Sponsors are a great way to defray the cost of a float. Consider finding a partner for your float. That being said, **floats cannot have signage and sponsorship of companies competing with parade sponsors.** Additional Mardi Gras parade sponsors may be added after this document is signed. Please contact Cindy Sherwood at (802) 865-5202 or sherwood@delaneymeetingevent.com to obtain approval of your float sponsors. Our sponsor organizations make this event possible, so please respect that. We like float sponsors, we just request non-conflicting sponsors. We will be checking sponsor banners on floats in the Hood Lot staging area prior to the parade and will ask you to remove any banners that conflict with our sponsors. Please call with any questions.

Good Taste:

Keep the float in good taste. This is a family parade. Feigned nudity as well as real nudity is totally unacceptable. The float also should not include any profanity, the unlicensed use of trademark/trade names, or portray any illegal activity. Magic Hat will have sole discretion on what constitutes "good taste".

Noise Ordinance:

Since the Hood Lot is located in a residential area, we actively work to keep noise to a minimum in the staging area (Hood Plant parking lot) per the Burlington Police Department. Once you make the turn onto Main Street and start the parade, the music can be turned up.

Alcohol:

No alcohol can leave the staging area at the Hood Plant or be on your float during the parade. You will be cited for violating Burlington's open container law. Float Drivers are not allowed to consume alcohol prior to the parade.

Throws:

We will do our best to supply you with the items you have received in the past: beads, moon-pies, and Lake Champlain Chocolates. We recommend that you purchase additional items if you plan on having lots of people on your float. You may toss any item that promotes your business but **no paper products (including confetti and coupons) as PAPER EQUALS TRASH.** Please do not toss "sucking candies" (peppermint wheels, butterscotch candies) as these never get picked up and become smashed trash on the street. We are battling a major trash problem following this event and we desperately need your help! In addition, **large items, items that are high in value, heavy items, and sharp items** are prohibited. **Please call us to discuss your ideas for additional items to toss.**

When to Throw:

PLEASE DO NOT START THROWING ITEMS UNTIL YOU TURN ONTO MAIN STREET! Vermont Foodbank does its best to recruit volunteers to line Main Street to help keep spectators from running into the parade route. Items can be tossed only while on Main Street and no other street, such as South Winooski.

Toss Carefully:

Please note that in past years we have received calls from people who complained about items that had become quite hard due to the cold weather. Please keep this in mind as you toss items one at a time, upward, and out into the crowd and ONLY on the actual parade route. Know the folks who are representing you and make sure your float participants have your company's best interest in mind.

Beads:

Explain to each individual participating on your float that beads and other throws need to be tossed ONE AT A TIME. Handfuls of beads will scatter when tossed, typically falling into the parade route. You also have less control of what you are tossing if you are tossing handfuls of items. This is a safety concern. This is the only parade in Burlington that the police allow items to be tossed from floats. Therefore, we have a huge responsibility. Please respect this and only toss one item at a time! Tossing handfuls will also cause you to run out of items quickly! **You will be overwhelmed by the crowd.** Tease them with beads. Make them yell and scream - and then reward with ONE ITEM AT A TIME. If you have many people on your float, and everyone is tossing handfuls of stuff, the **throws will go quickly.** There are 5 large blocks in the parade. It's disappointing to run out of stuff and even more disappointing for the folks on the top blocks if you have nothing by the time you get to them. The Float Ambassador should consider hiding some beads and then breaking them out for the last block.

Ambassador and Driver Meeting:

The Float Ambassador AND driver are required to attend a meeting with the Burlington Fire Department and Police Department in February at the Burlington Police Department on North Ave. It will be their responsibility to relay the information discussed at the meeting with the other float members. To accommodate busy schedules, two meeting times will be offered and the date will be announced in January.

CONTESTS

Best Float Contest:

All floats will be in the running for **BEST FLOAT.** Judging will be based on:

- Awe factor
- Best use of sound
- Most creative execution of theme

The judging will take place during the parade, and the winner will be announced the Monday following the parade. A prize will be awarded to the organization or group that has the highest score as well as recognition in Seven Days. More details about the prize will be included in the confirmation materials that will be mailed after you register.

Great Gras Contest:

All floats will have the opportunity to raise additional funds for the **Vermont Foodbank** through their own Crowdrise page developed by the Vermont Foodbank. The float with the largest donations will win a prize and be recognized in Seven Days. More details about setting up a fundraising page as well as the prize will be included in the confirmation materials.



Entertainment Participation Guidelines

You will receive a complete Confirmation Packet with more details, but please keep this packet for your reference.

INSURANCE REQUIREMENTS

It is best to lock down your general liability insurance coverage sooner than later. Please note that if you are unable to show proof of insurance you will not be allowed to participate in the parade, and you will not be entitled to reimbursement of your \$50 Behavior Bond.

All entertainment groups must have a Certificate of General Liability Insurance with the following listed:

- General Liability: \$1,000,000 per occurrence; \$2,000,000 aggregate
- **Please have "North American Breweries, Inc.," listed as Additional Insureds on your General Liability coverage for March 10, 2018**
- A copy of your Certificate of Insurance must be mailed (postmarked) or faxed to Delaney Meeting & Event Management by **February 15, 2018**

INDEMNIFICATION

You (Entertainment Ambassador), and **all group participants** must each sign an indemnification form to participate in the parade. If you will have minors participating, a parent or legal guardian will be required to sign the indemnification on behalf of the minor. **An indemnification form will be provided on parade day.** This must be filled out and turned in during Parade Line-up at the Hood Lot.

ENTERTAINER REQUIREMENTS

Performance & Pace:

This will be a very slow-moving performance, so please be sure that you and your group are able to perform and walk simultaneously as well as for the full duration of the parade. The parade route is just under a half mile starting at South Winooski Street and ending at Battery Street in downtown Burlington. It generally takes 15 minutes to get from one end to the other. There may be short stops along the way due to slow moving floats, however entertainment groups will not be permitted to stop on their own and perform before the crowd.

Music:

Each group or participant must provide their own music. Keep in mind the loud crowds and plan accordingly.

Group Size:

Solo artists are welcome, and there is a maximum of (20) people for a group.

Fire:

Absolutely no fire, open flames, or pyrotechnics are allowed. Citations will be issued for any violation of open flames.

Age Requirements:

Youth groups are very welcome to participate, however please keep in mind the pace and distance of the parade.

Banner Carriers (Optional):

Each entertainer or group is allowed to have a banner before their act, though it is not mandatory.

Good Taste:

Keep the performance in good taste.as this is a family parade. Feigned or actual nudity is completely unacceptable. The performance should not include: profanity or vulgarity, the unlicensed use of trademark/trade names, or portray any illegal activity. Magic Hat will have sole discretion on what constitutes "good taste".

Throws:

Entertainment groups will not be permitted to throw beads or items.

Hood Lot:

Both floats and entertainers will be stationed in the Hood Lot on King Street prior to parade line-up. Entertainers will be asked to arrive 30 minutes prior to parade start time. Please note that this is an outdoor facility.

Noise Ordinance:

Since the Hood Lot is located in a residential area, we actively work to keep noise to a minimum in the staging area (Hood Plant parking lot) per the Burlington Police Department. Once you make the turn onto Main Street and start the parade, the music can be turned up.

Alcohol:

No alcohol can leave the staging area at the Hood Plant or be consumed during the parade. You will be cited for violating Burlington's open container law.

Group Ambassador or Solo Performer Meeting:

If you are a solo performer or group ambassador you are required to attend a meeting with the Burlington Fire Department and Police Department in February at the Burlington Police Department on North Ave. It will be their responsibility to relay the information discussed at the meeting with the other participating members. To accommodate busy schedules, two meeting times will be offered and the date will be announced in January.

CONTESTS

Best Performer:

All entertainment participants will be in the running for **BEST PERFORMER**. Judging will be based on:

- Awe factor
- Best use of sound
- Most creative execution of theme

The judging will take place during the parade, and the winner will be announced the Monday following the parade. A prize will be awarded to the organization or group that has the highest score as well as recognition in Seven Days. More details about the prize will be included in the confirmation materials that will be mailed after you register.

Great Gras Contest:

All participants will have the opportunity to raise additional funds for the **Vermont Foodbank** through their own Crowdrise page developed by the Vermont Foodbank. The participants with the largest donations will win a prize and be recognized in Seven Days. More details about setting up a fundraising page as well as the prize will be included in the confirmation materials.



2018 Magic Hat Mardi Gras Participation Registration

You can also register by completing the information requested below and sign the Agreement. Once completed, please return: this page, either float sketch or performance video, and payment to:

Magic Hat Mardi Gras
c/o Delaney Meeting & Event Management
1 Mill Street, Suite 315
Burlington, VT 05401

elise@delaneymeetingevent.com P: (802) 865-5202 / F: (802) 865-8066

A Parade Participant Confirmation Packet to include: complete parade and contest details, **Vermont Foodbank** donation information, Safety Meeting dates and other important dates to remember will be emailed to the Ambassador once form and payment are received.

AGREEMENT

I have read the above **Float OR Entertainer Participation Guidelines** and agree to all terms and conditions stated in the Guidelines. As the Ambassador, I also agree to share this information with the rest of my participants.

Signature

Date

Company/Association Affiliation

Contact Information	
Company/Association Affiliation:	_____
Ambassador:	_____
Work Phone Number:	_____ Cell Phone Number: _____
Email:	_____
Street Address:	_____
City, State, & Zip Code:	_____
Theme/ Description:	_____

Checklist (please initial)	
_____	I have signed and agree to the Participation Guidelines
_____	I have included a description and either float sketch or short video
_____	I have included a \$200 non-refundable check for float or \$50 for entertainer
_____	I have included a <u>SEPARATE</u> \$50 returnable Behavior Bond check
_____	I understand that if my float or group are selected to participate, my participation check will not be refunded for any reason EXCEPT in the case the parade is cancelled.