



We are pleased to invite your involvement as a participant in the Cinco de Mayo Festival Parade. The Cinco de Mayo Festival and Parade has deep roots in the Denver community as one of the largest and longest running cultural events in Colorado. This year's event expects to bring in a crowd of over 400,000. The Cinco de Mayo Festival and Parade is a fun family oriented event with special attractions, musical acts, Folklorico dancers, Mariachis and some of the most delicious Mexican cuisine Colorado has to offer. The event was started in 1988 by NEWSED Community Development Corporation (www.newsed.org) as a neighborhood street fair to showcase Mexican heritage. By 1995, the festival had outgrown its location and moved to Denver's Historic Civic Center Park where it took its place among Colorado's top four outdoor food and entertainment events. Although the event attracts approximately 70% Hispanic attendees, a large cross section of the community is represented including all races and cultural heritages. The Cinco de Mayo Parade kicks off the Festival on the morning of Saturday May 5th at 10:00 am.

Please read through the information and the included Agreement carefully as your signature acknowledges your organization's responsibility for ALL of the information contained within.

Organization Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Fax Number: _____ Email Address: _____

Contact Name: _____ Phone (if different from above): _____

Parade Entry Title (if different from organization): _____

Entry Fee: \$200.00 _____ Corporate entry, vehicle or marching
(Corporate entry applies to for-profit companies with over 100 employees)

Entry Fee: \$125.00 _____ Float or vehicle (_____ # of vehicles)

Entry Fee: \$100.00 _____ Marching Unit (_____ # of people)

Entry Fee: \$50.00 _____ Non-Profit organization marching, vehicle or float (_____ # of people)

Materials Fee (if distributing): \$ 30.00 _____ additional clean-Up charge

LATE FEE – if submitted after April 16, 2012 - \$20.00 _____

Will your contingent have music/loudspeaker? _____ Yes _____ No

If yes, please describe in detail:

Will your contingent have responsibilities at the Festival following the parade?

i.e. Food or Exhibit Booth, Entertainment, Rally, etc.? _____ Yes _____ No

(NOTE: additional participation must be coordinated separately from parade entry application)

Please list all text and logos to be carried or displayed by your contingent:

**Please note that Tecate and Coors Distributing Company are our official malt beverage sponsors, accordingly, displaying of competing malt beverage text and logos are not allowed. All contingents are subject to approval by parade marshals. The Cinco de Mayo Festival reserves the right to remove signage/text/logos and/or the contingent for non-compliance with respect to all sponsors.*

PARADE ROUTE – The sidewalk areas along the parade route are open to everyone. Only registered parade participants are allowed to be on the street during the run of the parade. Upon acceptance, parade entrants will receive additional information pertaining to the parade, including arrival times at Cinco de Mayo Parade 2012. The parade will leave the staging area (3 blocks west of the City & County Building at 10:00 a.m. and wind through downtown Denver, arriving at Denver’s Civic Center park area, the site of the 2012 Cinco de Mayo Festival.

MANDATORY MEETING:

A representative from each parade entry/contingent must attend a meeting for the entry to be included in the parade. Only applicants outside a 50-mile radius of Denver are exempt from attending this meeting. Meeting date will be Saturday, April 28th at 10:30am, at the Denver Civic Theatre, 721 Santa Fe Drive. Non-compliance results in removal from the parade and forfeiture of entry fee(s).

FLOAT REQUIREMENTS:

- a) The Float must be able to safely navigate all turns of the parade route.
- b) The Float must not be greater than 40 feet in length; the maximum width must not exceed 16 feet; wheelbase may not exceed 12 feet (Total length of Cars up to 40 feet constitutes one entry; any number of cars that exceed more than 40 feet will be considered two entries and be charged accordingly.)

RULES: Failure to follow parade rules (attached for review and to be retained by Parade Contingent) will result in removal from the parade. All entries are subject to crowd control by the Denver Police Department and safety regulations by the Denver Fire Department.

SIGNED ACCEPTANCE OF RULES AND REGULATIONS

DEADLINE: April 16, 2012

By signing this Agreement, Parade Contingent acknowledges that:

- a) Parade Contingent has had the opportunity to review this Agreement and Parade Rules;
- b) Parade Contingent has had the opportunity to consult with legal counsel if desired; and
- c) Parade Contingent fully understands the terms and conditions set forth herein and agrees to be bound by the same.

Signed this _____ day of _____, 2012 for Parade Contingent.

Contingent/Organization Representative

Signature represents acceptance of all rules and regulations for all contingent members / participants

Credit Card Information

If paying by credit card, the full amount of the rental fee will be charged at the time the application is complete and accepted. The damage deposit will not be charged unless damage is incurred.

Circle One: Visa MasterCard Discover American Express

Card Number: _____ Exp. Date _____

Name as listed on card: _____

Mailing Address for card: _____
(if same as application, please indicate)

Zip Code for card: _____

Authorized Signature for card: _____

**If you are applying as a non-profit, you must include a copy of your
IRS letter of non-profit determination / status.**

Please keep a copy of this document for your records.

Return form with payment by April 16th to:
NEWSED Community Development Corporation
c/o The Cinco de Mayo Festival
901 W. 10th Ave., Suite 2A
Denver, CO 80204
Phone: 303-534-8342 x 110 Fax: 303-534-7418
Please make checks payable to NEWSED C.D.C.

Non-Discrimination Agreement and Code of Conduct Agreement – REQUIRED with Application

Non-Discrimination

Cinco de Mayo vendors, contractors, sponsors, staff and volunteers, and all personnel associated with the festival agree at all times to honor and abide by the following statement of non-discrimination in word and action. Anyone associated with the festival, or their employees or associates on festival grounds in violation of this agreement will be asked to leave festival grounds immediately and will forfeit all rental fees, sponsorship fees, and damage deposits as applicable. Additionally, any actions taken or statements made to individuals or groups contrary to this policy or the spirit and intention of this policy are not permitted on festival grounds, or in any communication associated with the festival:

“All persons associated with the Cinco de Mayo Festival will provide service to individuals without regard to an individual’s race, color, national origin, ancestry, creed, religion, sex, gender, physical or mental disability, age, marital status, military status, veteran status, citizenship sexual orientation, gender identity/expression, HIV/AIDS status, or any other protected classification in accordance with state, federal and municipal laws.”

Code of Conduct

All persons associated with the festival agree;

- To interact with guests, staff, volunteers and all persons associated with the festival in a respectful manner at all times;
- Not to use alcohol or other controlled substances while participating in any capacity with the festival, and remain free from the influence of such substances while participating in any capacity with the festival;
- To be suitably and appropriately attired at all times, and to maintain acceptable personal hygiene;
- Not to engage in any behavior that is determined to threaten the safety of anyone participating in the festival in any capacity, nor to engage in any behavior that is disruptive or interferes with the right of anyone associated with the festival to conduct appropriate business or freely enjoy the festival;
- To represent the festival in a positive manner at all times.

By signing this document, participants, vendors, contractors, and sponsors agree to assume responsibility for the behavior of employees or contingent on festival and parade grounds associated with the company or organization.

Violations of this code should be presented to NEWSSED C.D.C. staff and or Cinco de Mayo Event Manager, and decisions regarding enforcement or violations will be made at the sole discretion of management.

I will abide by NEWSSED C.D.C’s and the Cinco de Mayo Festival’s non-discrimination agreement and code of conduct:

Name: _____

Signature: _____

Organization: _____

Date: _____

Parade Rules, Regulations & General Information

CINCO DE MAYO PARADE 2012

The Committee encourages individuals, organizations and businesses to build floats for the parade. Walking and vehicle/motorcycle entries are welcome where building a float is not possible or may inflict a hardship on the entry.

CERTAIN ENTRIES PROHIBITED

Individual roller skates, roller blades and skateboards will not be accepted as entries in the Cinco de Mayo Parade. Any entry wishing to use such modes of transportation must meet additional requirements of the Committee (the Cinco de Mayo Parade Committee MUST be contacted directly).

CINCO DE MAYO PARADE IMAGE

It is the express purpose of the Cinco de Mayo Parade to promote a positive image of the Hispanic, Latino, Mexican and Chicano community to Colorado and the Rocky Mountain Region. It is a time for all elements of our community to come together as one group to honor and celebrate our culture. The Cinco de Mayo Festival organizers and NEWS ED CDC requests all people entering the parade show respect for all sexes, ages, races, cultures, creeds and yes, sexual orientations. Please refrain from any displays or behaviors that would demean any segment of our community. The Committee urges all entrants to maintain a high degree of sensibility to and compassion for the feelings, values and views of all.

DRESS CODE

The Committee encourages all participants to appear in appropriate costumes that celebrate our community pride. No entry, presentation or display that is demeaning to any sector of our community will be accepted in the parade. *The Committee reminds all participants that all costumes and other apparel worn in the Cinco de Mayo Parade must comply with the Obscenity Statutes of the State of Colorado (C.R.S. sections 18-7-301 and 302) and the Public Decency Ordinances of the City and County of Denver (Denver Municipal Code sections 38-156 and 157).*

LINE-UP

The Cinco de Mayo Parade line-up will begin at 8:00 a.m. on Saturday, May 5, 2012 3 blocks west of the City and County Building. All entrances to the staging area will be closed at 9:00 a.m. Those entrants placed at the beginning of the parade are asked to arrive early and those placed towards the back, later. A specific window of time for your entry's arrival will be determined after the parade lottery and announced in the mandatory meeting. All entries MUST be signed-in, in order and ready to march at 9:30 a.m. Failure to do so will result in removal from the parade order and placement at the end. **Kick-off will be at 10:00 a.m. PROMPT!**

CINCO DE MAYO'S PARADE ORDER

The parade order will be determined on a first come, first serve bases. **Entries received after April 16, 2012, if accepted, will automatically be placed at the end of the parade.**

CINCO DE MAYO'S PARADE ROUTE

The parade will wind through downtown, with highlights of the route including Welton Street, 15th Street, and ending on Lincoln Street in front of the State Capitol. The exact route will be posted on the Cinco de Mayo website.

CONDUCT OF PARADE PARTICIPANTS

It is highly recommended that all participants in the parade conduct themselves in such a manner as to promote cultural pride in accordance with the wishes of the Cinco de Mayo Festival and the City of Denver. No participant may use profanity, obscene gestures, or other improper conduct towards another participant, Cinco de Mayo Festival staff members, parade official or spectator of the parade. Cinco de Mayo Parade participants are required to stay in their designated order. No "jumping" or crowding of other entrants will be allowed. Retaliation for discourteous or insulting gestures, name-calling or heckling only brings further abuse.

ALCOHOL AND ILLEGAL SUBSTANCES

No participant in the parade will be permitted to consume any alcoholic beverage at the assembly site, on the route, or at the disassembly site of the parade. Use of illegal or controlled substances will not be permitted by any participant before or during the parade. For public safety reasons, the staff will not permit any entry or participant who violates this rule to appear in the parade. Similarly, those choosing to violate this rule will be subject to the criminal repercussions of their actions, up to and including citation and detention by Denver Police.

ITEM DISTRIBUTION DURING THE PARADE

No participant may throw any item from any float or other unit in the parade. THIS INCLUDES BEACH BALLS, WATER PROPELLED FROM SQUIRT GUNS AND OTHER DEVICES. In the event that an entry wishes to make any distribution of an item such as beads, flowers, candy, or similar items, such distribution must be made in person by persons walking along the parade as part of an officially registered entry. No sexually explicit material may be distributed by any participant in the parade. In order to maintain low clean-up costs, it is requested that distributions be kept to an absolute minimum. **If you will be distributing items during the parade (including candy), a \$30 clean-up fee will be assessed. If we find your materials after the parade and you have not paid the fee, you will be assessed the \$30 and potentially barred from participation in subsequent parades. No confetti, streamers, or other types of materials, including glitter, may be thrown or distributed by any parade entry. Please note that you MAY NOT hand out or distribute stickers of any kind along the route.**

CINCO DE MAYO PARADE PARTICIPATION

All entries are encouraged to utilize music and participant enthusiasm as part of the parade. One of the objects of the Cinco de Mayo Parade is to get spectators involved in the spirit of the activities. Cheer, clap, chant or do any legal act that will promote enthusiastic response from the spectators.

PARADE CONTACT AND PARADE MEETING

It will be necessary for each entry to designate a parade contact with whom our staff can coordinate. The parade contact shall be designated on the Parade Participant Information Form and no other person will have the authority to represent the entry to our staff. It is required for the parade contact to be present at the mandatory meeting, at the assembly site on the day of the parade and with the entry during the parade. Those entries based outside a 50 miles radius who are unable to send the parade contact to the mandatory meeting will be requested to contact NEWSED, and special arrangements will be made.

PERSONAL SAFETY

The Cinco de Mayo Parade may occur during either hot or cold temperatures. All persons participating in the parade are urged to be careful of weather related problems. Please be aware of dangers associated with marching and participating in the parade. Bring lots of water or other non-alcoholic liquids for drinking. The Cinco de Mayo Festival and Parade staff cannot and will not assume any responsibility for the health and well being of the parade participants. **NOTE: The parade will be held rain or shine.**

TRASH AND PARK CONDUCT

The clean-up following the parade is extremely costly. **Please do your part to keep costs down.** The staff directs that all entrants in the parade will not throw trash, bottles, cans or similar matter from floats, automobiles, walking units, motor vehicles or trucks along the parade route or at the assembly and disassembly areas. Littering violates the criminal statutes of the State of Colorado and the ordinances of the City and County of Denver. Any entry discovered throwing trash or litter at any time will be subject to citation by Denver Police. The City of Denver takes great pride and care in maintaining the city's parks; thus it is prohibited for any vehicle to drive on any area not designated for that purpose. Similarly, vandalizing, destroying or wanton disrespect for park facilities, including grass and flower beds and trash receptacles, will not be tolerated and subject to immediate action by Denver Police and fines and/or liability for repair and/or replacement.

OVERVIEW

As with all rules and regulations, it is impossible to anticipate each and every situation that may arise. No conduct which violates any statute of the State of Colorado or the ordinances of the City of Denver will be tolerated. Any entry violating the same will not be allowed to participate in the parade. The Parade staff will monitor all entries during the parade for violations and inform the parade contact of the infraction. Failure to correct the infraction will result in the suspension of the entry. Generally, laws are created in accordance with the standards of the community and the propriety of conduct in public. The application of common sense to any area of concern will most times provide an appropriate and legal answer.

DECISIONS OF THE CINCO DE MAYO FESTIVAL AND NEWSED

The decisions rendered by the Cinco de Mayo Festival staff and NEWSED CDC will be final unless an immediate appeal to the staff is taken in accordance with the terms hereof. The Cinco de Mayo Festival/Parade and NEWSED has the right to refuse any entry or deny any application. Conflict resolution will be handled in accordance with the laws of the State of Colorado.