2018 PARADE APPLICANT GUIDELINES

While we encourage you to dream big about your Parade Entry, there are a few restrictions to ensure that the Parade is safe and aligned with SGLMG values. Entries will be checked prior to the commencement of the Parade by both SGLMG and New South Wales Police so please consider the following when producing your entry:

SELECTION PROCESS
Our Curatorial Committee with representatives from both SGLMG and our community will assess all applications to determine which entries will be accepted into the 2018 Parade.

LGBTQI organisations will get first preference and all applications will be assessed on:
- Meeting the Eligibility criteria
- Providing a well-designed, creative concept
- Ability to plan and deliver the creative concept including budget
- Benefit and relevance to LGBTQI communities
- Relevance to the 40th anniversary

Under no circumstances will SGLMG alter or make exceptions to the entry criteria to match an individual or groups application.

If we receive more applications than our total capacity allows and your application has met the selection criteria, the curatorial committee may review your application based on previous Parade history and support of LGBTQI communities.

FLOAT MARSHALS
Each individual entry must provide one designated Float Marshal to act as the official liaison and emergency contact between the Entrant group and SGLMG. Any Group or entrant with a vehicle in the Parade must provide two Float Marshals to act as the official liaison and emergency contact between the Entrant group and SGLMG.

Responsibilities include:
- Attend the Float Marshal Training session at the Entrants Briefing Day
- Check in with our Registration Team and ensure that their participants and vehicle arrive at Start Area at assigned time
- Wear the accreditation provided by SGLMG on Parade night to identify themselves
- Remain with their Entry at all times throughout start marshalling, parade route and end breakdown area.

HANDOUTS
Handouts are not permitted in the Parade and objects may not be thrown on the Parade route or thrown to audience members. Please note: Anyone found handing out things such as this, or to have them in possession at the Start Area may be asked to leave the Start Area and not participate in the Parade.
INTERACTION
Entrants must follow the directions of SGLMG management, staff, volunteers, event security and the police always. All Entrants must respect other Entrants despite conflicting views or beliefs.

LINE-UP ORDER
Parade placement is at the sole discretion of SGLMG. The SGLMG Parade team work hard to curate a Parade with exciting messaging that tells a story to our audience. Parade order is an important part of this decision-making process and while consideration will be given to factors such as participants ages and abilities, the Parade order is at the discretion of the SGLMG Parade team.

On Parade day, all Entrants must line up in the section to which they have been assigned, and must do so at the designated time and location. Each organisation must stay in its section for the duration of the Parade. SGLMG Start Marshalling Volunteers will be at your assigned block to help ensure proper line-up.

MEDIA
The Parade will be recorded and broadcasted on television, as well as photographed from various media outlets.

Your Entrant group's participation in the Parade constitutes permission to authorise official SGLMG media partners to video, photograph, record and transmit the messages, signage, participants and vehicles/floats in your Entrant group during the Parade. You are responsible for notifying the individuals in your group about this section and that they may be captured on film for broadcast use.

MOVEMENT
Gaps in the Parade train hinder everyone’s enjoyment and delays the time in which everyone can return home or continue partying elsewhere. To avoid this, Entrant groups are expected to be moving forward along the route at a pace of 38 metres per minute, unless stopped by SGLMG volunteers, NSW Police or Security. All choreography needs to be in a forward moving direction always - not standing still or going backwards.

If your group is asked to move on, or increase pace, do so without delay. There is to be no stopping for dance routines or shows unless authorised by SGLMG. This is particularly important at Taylor Square which is a unique part of the Parade that requires all entrants to move in an organised way to deal with the complicated logistics of the turn.
Please note: Any Entrants who stop and delay the Parade significantly are at risk of being extracted from the Parade.

PARTICIPANT PERSONAL SAFETY
We will run through safety and security in more detail as part of the participant brief in Feb 2018.

It is important that you are aware of the following
- Please follow all instructions of SGLMG Staff, NSW Police, Security and Volunteers, they are there to help you.
- Parade day is a very long day for all participants.
- The parade will proceed in all weather conditions.
- Please ensure your participants have sufficient sunscreen, water or weather protection that suit the conditions of the day.
• Please ensure that all participants carry Photo ID.
• Please ensure that all participants have In Case of Emergency (I.C.E) phone number stored in their mobile phone
• SGLMG recommends that participants do not bring bags or large personal items with them to the parade.
• Under no circumstances should a parade participant accept to carry the bag or personal belongings of someone they do not know.
• SGLMG, NSW Police and Security have the right to remove from the Parade any persons who are found to be intoxicated or under the influence of drugs

PARTICIPANT NUMBERS
Each year the Parade is restricted to a maximum number of floats and participants. With limited form-up space available at the Start Area, SGLMG works closely with the NSW Police, Transport Management, City of Sydney and other key stakeholders to allow for maximum participation, ensuring the overall safety and security for all parade participants within the Start Area.

Each Entrant group is limited to a maximum of 80 people, including your Group Leaders, Driver and all participants riding on your vehicle, and any photographers or videographers (media content strictly for personal use only).

PRODUCT OR SERVICES ADVERTISMENT AND SAMPLING
To maintain the integrity of the Parade, no product advertising is permitted unless you are an official sponsor of the SGLMG. Businesses and organisations can stand up and say who they support but not advertise specific products or campaigns. This includes bar nights, parties, special events, organisational campaigns and political messages.

Promotions and distributions of product sampling and/or services are not permitted.

Ineligible activations include (but are not limited to):
• Handing out products, samples, and leaflets
• Use of digital screens, SMS competitions, digital and social media platforms to broadcast, promote messages or engage in commercial transactions
• Filming of your float and the parade for immediate and/or later broadcast across all forms of media, including online communications such as social media without disclosure on your Application forms and approval from SGLMG
• Communication in any form of special offers or competitions

RESTRICTIONS
Restricted items include animals, fire, open flames, pyrotechnics (fireworks), flares, fire batons, fire breathing, sparklers, sparks, welding, weapons or imitation weapons, hazardous or flammable goods and goods prohibited by law. We also strictly control the use of Projectiles and remote controlled devices including any kind of drone, remote controlled helicopters, places and cars.

Other restrictions include full-frontal nudity of lower genitalia, solicitation of funds, and campaigning.

Laws relating to the use of public space, car registration, driving under the influence, the consumption of alcohol and other drugs all remain in place during the Parade.
The Parade and start area are alcohol free zones and police have the power to confiscate or dispose of alcohol found in these areas.

**SPECIAL EFFECTS & SUSTAINABILITY**

All audio, lighting, AV equipment or any infrastructure must be supplied and installed by a professional company or registered company. All electrical equipment (including leads) should be tagged & tested to comply with minimum industry standards. All equipment must be safely secured to your vehicle and you must have wet weather contingency to protect this equipment.

Sydney Gay and Lesbian Mardi Gras is committed to be as environmentally sustainable as possible and this extends to keeping our Parade route clean. Please discuss with the Parade Office if you have ideas for Special Effects. We ask that Parade Entrants help us keep our Parade as “green” as possible by complying with the below regulations:

- **Glitter / Confetti Canons** – Please note that glitter cannons are not to be used and if you are intending on using confetti, it must be bio-degradable and water-soluble.
- **Balloons** – The use of balloons are prohibited.
- **Recycling and Re-using Materials** – We ask that Entrants use recyclable materials and re-use items for construction of floats, props and costumes, and minimise consumables where possible. This includes biodegradable materials, reusable water bottles, and re-using props and banners from previous years.
- **Waste Management** – Entrants are required to utilise the waste facilities provided within the Start and End Area compounds on Parade Day. We suggest bringing your own rubbish bags to assist with compacting waste.
VEHICLE GUIDELINES

Vehicles can add a lot to an Entry by carrying people, lights, and sound equipment or being transformed into a moving piece of art. The front of your vehicle is what the audience first sees – and first impressions count. Wow the audience! Try to find inventive ways of framing the cab, covering the wheels and transforming the vehicle as effectively as possible.

Please note that we will only permit maximum 1 vehicle per entry and expect you to have a creative or practical reason to justify your vehicle. The maximum length of this vehicle whilst on Parade route, including all additions and adornments is: **2.4m wide, 4.5m high and 11m long**. These measurements are non-negotiable and are enforced due to external factors such as overhanging street signs, maintaining emergency lanes and ensuring vehicles can safely navigate the route. We will expect the precise vehicle measurements, make/model details and registration number to be supplied in your application.

SGLMG will accept the following vehicles:

- Cars, including convertibles
- Utes
- Motorbikes or Trikes
- 2 – 8 tonne Flatbed Trucks
- Buses, Minibuses or Vans – Please note that there will be a strict limit to the number of buses in the Parade and that priority for buses will be given to groups with mobility impaired participants.

LEGAL REQUIREMENTS & VEHICLE CONSIDERATIONS

- Your vehicle must be registered and roadworthy. Police have and will tow unregistered and un-roadworthy vehicles from Start Area.
- Your drivers must be appropriately licensed. Some vehicles require a special licence; for example 6 tonne trucks require a LR licence to drive. Check with your vehicle hire company and the RMS.
- Manual vehicles are preferred.
- Your drivers must not have a blood alcohol level over the legal limit or be under the influence of drugs. Breath testing may occur at start and end areas.
- If you have a flatbed truck and participants standing on the tray, you must either implement railings or barriers to prohibit people from falling off the edges or secure participants to a solid structure with appropriate safety harnesses. Please contact the Parade Team for further information.
- Any decorations, lighting/sound systems or staging must be safely secured onto your vehicle.
- No one may enter or exit the vehicle once it is in motion on the Parade route.

Please note that whilst our maximum height is 4.5m for the Parade route, the standard height for public roads is 4.3m and this should be considered when travelling on public roads. If you have a vehicle of this size, you must read the information contained on the following link: [http://www.rms.nsw.gov.au/business-industry/heavy-vehicles/index.html](http://www.rms.nsw.gov.au/business-industry/heavy-vehicles/index.html)
ABOUT SPONSORS AND FINANCIAL SUPPORTERS

The large Parade audience offers businesses (big or small) a valuable opportunity to promote their support for the LGBTQI community whilst at the same time assisting Parade entrants to fund their Entry.

We acknowledge that without financial support from businesses, many community Parade entries would not be possible or as fabulous as they would otherwise be!

Equally, Sydney Gay and Lesbian Mardi Gras would simply not exist without the generous financial support of our Sponsors and Event Supporters. The revenue that comes from these partnerships is a significant funding source for the operational delivery of the Parade. Corporate partners make up between 10-12% of Parade floats with the remainder allocated to community.

To ensure this, SGLMG, have set clear parameters for community organisations to gain financial support for themselves, whilst respecting the contribution of Mardi Gras sponsors.

Community organisations are permitted to show branding and acknowledge the support of any business or organisation (unless stipulated in the Category Exclusions below), within the Branding Guidelines stipulated.

CATEGORY EXCLUSIONS

Unless otherwise approved, Sydney Gay and Lesbian Mardi Gras does not consider sponsorship or entries from:

- Escort agencies
- Sex on premises venues
- Brothels
- Tobacco companies

ELIGIBLE PARADE ENTRY FINANCIAL SUPPORTERS

All financial supporters must be disclosed upon application of your parade entry. Sydney Gay and Lesbian Mardi Gras reserves the right to request further information on the background of your supporter and make further decisions about its suitability for the parade outside this criteria.

For guidance on this, please contact the Parade Officer at the time of submitting your Application. We are happy to review on a case by case basis and will take into consideration the nature of the association with the proposed float entry and proposed acknowledgement.
BRANDING GUIDELINES FOR PARADE ENTRY FINANCIAL SUPPORTERS

Entries are allowed to show a message from their supporter in two locations on their Entry as stipulated below.

The message must show support for the LGBTQI community or issues that are relevant to LGBTQI’s. Find out what your supporter wants to say – what is it that they believe in? If they believe in their LGBTQI employees, in diversity, in marriage equality these can all be expressed in your signage.

There is no specific form for the wording of your Supporter’s message, although the message will need to be approved by SGLMG. It should mean something to you, your Supporter, be real and be relevant to the LGBTQI community. It should ideally align with the message of your Entry. Remember, the important thing from your supporter is their demonstration of support, not their brand.

SIGNAGE GUIDELINES:

- You can acknowledge your supporter(s) twice on your Entry (e.g. once on each side of your vehicle or banners).
- Brand / logo acknowledgement of your financial supporter must not exceed 30cm x 30cm.
- Lettering in the supporter acknowledgement must not exceed 15cm in height and be no more than 15 words maximum.
- The full length of the supporter(s) message and logo cannot be more than 60cm.
- Your entry’s name and brand must be larger and more prominent than that of your supporter’s entire message.
- Logos in isolation or the inclusion of product names, commercial website addresses are not permitted.
- Your financial supporter / sponsor cannot use the Mardi Gras brand or Mardi Gras name (including Sydney Mardi Gras, Sydney Gay and Lesbian Mardi Gras or Mardi Gras) in their support message or in any other fashion.

Appropriate Examples include:

- ABC Hardware loves the Rainbow Marchers and proudly supports the Gay & Lesbian community.
- We support your right to marry the person you love – ABC Company.
- ABC Industrial is proud to be support the Lesbian and Gay singers.

COSTUMES

No branding or sponsors messaging are allowed on costumes other than sporting uniforms with pre-existing sponsors acknowledgement (e.g. football or netball jerseys).

DISCLOSING YOUR PARADE ENTRY FINANCIAL SUPPORTER

You must detail the names of any supporters(s) and their message on your Registration form.

Any changes need to be approved by the Parade Office by 12 January 2017. The Parade Office has the right to deny supporter signage if it conflicts these guidelines and or / with agreements with SGLMG’s sponsors. We may wish to speak with you further on your sponsorship at the Entrants Briefing Day.
We will not accept or allow entry on Parade Day unless we have pre-approved your application AND that your signage and messaging matches what has been approved.

Sydney Gay and Lesbian Mardi Gras reserves the right to cover or remove any signage that does not comply with the above guidelines.

WHAT RESOURCES DO I HAVE TO HELP WITH MY ENTRY?

CONSULTATION
As part of the application process, each entry has the opportunity for a consultation with representatives from the Parade or the creative team. This is a time for us to ensure that your Entry meets the parade criteria and for you to ask questions, bounce ideas or discuss taking your existing ideas to the next level.

CREATIVE IDEAS WORKSHOP
We will be holding a Creative Ideas Workshop where you can meet the Parade team and get the answers to any burning questions. Our fabulous Creative Consultants will be able to give you stellar advice on how to make your float work or shine a bit brighter!

Our wonderful Community Development Leaders will also be there to answer any questions about the Application process or other general Parade questions. Pop in to meet the team or other entrants to bounce ideas and get advice on how to make your float amaze the crowd!

This will be held in late October/early November.

PARADE COMMUNITY FACEBOOK
You can also join the Parade Community Facebook group to hear about upcoming events, chat with other entrants and tips on how to make your entry as fabulous as it can be at: https://www.facebook.com/#!/groups/SMGparadecommunity/