

THE LIGHTS ARE BRIGHT ON BROADWAY

• 34th Annual Grand Illumination Parade •

Saturday, November 17, 2018

The Grand Illumination Parade is the region's most popular parade. **Acceptance to this exciting and highly publicized event is very competitive.** It is our goal to give you as much information up front and to assist you with your application. **Please take time to study the application guidelines before you finalize your unit design and complete your application. INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED.**

This year the Grand Illumination Parade will be recorded on parade night and then broadcast during the holiday season. The Grand Illumination Parade will be broadcast on Facebook Live on November 17th.

IMPORTANT DATES TO REMEMBER

Friday, August 3rd - Early Bird Application Deadline

Early Bird Registration does not guarantee acceptance into the parade.

1. All requested materials must accompany your application to receive the Early Bird fee.
2. Requested materials that are received after August 10th will qualify for the Regular Application fee and will be charged an extra \$25.
3. Upon receipt of your application, you will be notified **once** of missing materials.

Friday, September 7th – Regular Application Deadline

1. All requested materials must accompany your application.
2. Upon receipt of your application, you will be notified **once** of missing materials.

After Friday, September 14th – Applicants will be notified via email regarding the status of their application

APPLICATION PROCESS & GUIDELINES

The Grand Illumination Parade is limited to a set number of units in each category. A selection committee of parade veterans will review all applications after the September 7th deadline. Specific staging and line-up information will be sent to you, if you are accepted.

Advertising: Advertising on Commercial Units is limited to two banners/signs no larger than 2'x6' each.

Commercial Units that show up on parade day with additional advertising will not be allowed to participate. (This does not include a banner that is carried in front of the unit.)

Choreography: An entertaining, unusual and exciting routine is built into the unit presentation. **Walking Units must have a choreographed routine set to music that is performed continuously for the entire parade route.**

Costuming/Props: Original, clever and understandable. Please remember, No Santa characters are allowed with the exception of the Official Parade Santa Float. In addition, no Santa beards are allowed. Santa hats are permissible.

Costuming Tips

- Attach lights to costumes (glow sticks, battery operated, light-up jewelry).
- Festive costumes with bright colors draw attention from the audience on the parade route and the television viewers.
- Props should be distinct and large. Don't forget to illuminate the props.

APPLICATION PROCESS & GUIDELINES

Continued

Design Concept: The unit is well designed and has an exceptional central design or idea. **Floats must submit a detailed sketch to be reviewed by the Selection Committee.**

Entertainment Quality: The idea is fun, clever, eye-catching and caters to the primary audience ... children. Every parade unit must possess an entertainment quality.

Illumination: The unit design creatively incorporates the use of lights. **(Remember: Lights are Mandatory!)**

Lighting Tips

- Plan with 'night vision' eyes- try out lighting effects in the dark.
- Walking units, band members, etc. are encouraged to add lights to their costumes. Battery packs are small and easy to carry.
- The more lights- the better to wow the crowd.
- White lights illuminate better along the parade route. Colored lights are often used as an accent.
- Test each light string before and after placing it, make sure your light strings are set to minimize the use of cords to reach the generator and make sure your power source is adequate for your voltage. When stringing lights together, try to limit the strings plugged together to no more than 15 strands. If you string more than 15 strands, you have the possibility of blowing fuses.
- Do a road test. If you have one, bring a spare generator and someone who can troubleshoot lighting problems.

Number of Participants (when applicable):

For certain types of units, there is a minimum and a maximum number of participants. Please refer to the specific parade unit category description for the number of participants required. *Float design should dictate the number of participants. Please do not have so many people riding on your float that you cannot see the design and elements.*

Technical Design: The unit can easily travel the parade route (2 miles), turn corners and fit under skywalks, signals and Granby Street arch lighting. *Remember to check and double check the connection/hitch between the tow vehicle and the float. If you are using a smaller tow vehicle, make sure that it can withstand the parade route road surface conditions.*

Theme Interpretation: The unit uniquely incorporates this year's parade theme, "***The Lights are Bright on Broadway***". ***Here are a few suggestions that may trigger a thought or help you with your own ideas:***

- New York City Skyline
- Famous Department Store in NYC
- Rockefeller Center Ice Skating Rink
- Times Square
- Central Park
- Taxi Cab
- Miracle on 34th Street
- Tony Awards
- Radio City Music Hall Rockettes
- Statue of Liberty
- Empire State Building / Chrysler Building
- Christmas in New York
- Theater Marquee
- Broadway Musicals
 - Aladdin
 - Annie
 - Barnum
 - Beauty and the Beast
 - Cats
 - Mary Poppins
 - School of Rock
 - Seussical
 - The Little Mermaid
 - The Lion King
 - The Sound of Music
 - The Wizard of Oz

Use of Sound: Where appropriate, incorporate music (singing, instruments, chants) or other audio into the performance. Sound must be in accordance with the parade theme or the holidays and **must be played at an acceptable level at all times.** **Vehicles that are carrying sound equipment for parade units must be fully decorated.**

UNIT GUIDELINES

Please read carefully before completing your application.

Animal (Non Equestrian)

- Maximum of 20 animals in unit. Maximum of 20 handlers/walkers.
- Both handlers and animals should be in costume. **NO BLUE JEANS.**

Equestrian (Equestrian Groups and Horse-Drawn Vehicles)

- **Equestrian Groups** – *Maximum of 20 horses in unit*
 - HORSES MUST BE DIAPERED OR UNIT MUST PROVIDE A “POOPER SCOOPER BRIGADE”.
 - Equestrian Units must provide a current copy of their Coggins Test. Include a copy with your application.
 - Must have a well-planned formation or routine that continuously moves forward to prevent gaps.
 - A FORMATION DIAGRAM MUST BE INCLUDED WITH THE APPLICATION.
- **Horse– Drawn Vehicles**
 - HORSES MUST BE DIAPERED
 - Equestrian Units must provide a current copy of their Coggins Test. Include a copy with your application.
 - Maximum 10 costumed walkers accompanying the unit. **NO BLUE JEANS.**

Floats

- Due to the nature of our parade route, **floats may not exceed the following dimensions:**
 - **Length 48ft (including tow vehicle), Width 12ft, Height 13ft**
- **Tow vehicles must be decorated with lights and theme related materials.** Each float operator must have a valid driver's license and be a competent operator.
- Must creatively depict the parade theme and incorporate lights.
- **A detailed sketch, picture or rendering of your unit must be included with your application. Acceptance will be based on information provided and the sketch. Units that do not provide this information by the deadline on September 7th will not be eligible to participate in the parade.**
- No more than 10 costumed walkers may accompany the float. **NO BLUE JEANS.**
- **All floats are subject to an inspection by Parade Officials the week prior to the Grand Illumination Parade. A float inspection by Parade Officials is Not mandatory, however, the participant should be prepared for an onsite inspection should one be requested.**

Marching Bands (includes NJROTC, Drill, Flag, and Majorettes & Dance Teams)

- Groups must march in formation and **perform continuously along the parade route.**
- Holiday music is encouraged.
- **Stopping to perform along the parade route is prohibited.**
- No more than 10 adult leaders are allowed to march with youth groups.
- Maximum of 25 NJROTC Members per school band. **NO EXCEPTIONS.**
- Incorporate **lights**, theme, and other holiday elements into appearance.
- All participants must be in costume or uniform, **we encourage the adult leaders to be in costume as well.** **NO BLUE JEANS.**

Motorized Units

- Maximum of 10 vehicles. Maximum of 10 costumed walkers. **NO BLUE JEANS.**
- **MUST be unique or unusual vehicles. A picture of your unit/vehicle must be included with your application. Acceptance will be based on information provided and the photo. Units that do not provide this information by the deadline on September 7th will not be eligible to participate in the parade.**

Walking Units

- Minimum 25—Maximum 100
- Walking Units must have a **well-planned choreographed performance.** All units must keep a forward motion at all times performing consistently thought out the parade - stopping to perform along the parade route is prohibited.
- The parade route is approximately 2 miles in length; all participants must be able to walk the entire route.
- Please include a diagram of formation with application.
- Participants must be in costume. **NO BLUE JEANS.**