



web: www.midsouthpride.org
email: info@midsouthpride.org
telephone: 901-283-1116

address:
111 South Highland, Suite 322
Memphis TN 38111

PARADE: 2011 Mid-South Pride

The Board of Directors of Mid-South Pride would like to take this opportunity to invite you to participate in the 2011 Mid-South Pride Festival and Parade. The date of the event is Saturday, October 15, 2011.

The annual Mid-South Pride Festival and Parade is the largest lesbian, gay, bisexual, and transgender (LGBT) event in the region. In 2010, over 5,000 people and 50 vendors participated in this cultural event held in Midtown Memphis.

For 2011, we are excited to be relocating the Festival to Downtown Memphis at the historic Robert Church Park (4th and Beale). The Parade will start in front of the FedEx Forum and proceed down Tennessee's #1 tourist attraction, Beale Street. By working closely with the Center City Commission, Beale Street Merchants Association, and Memphis Park Services, the 2011 Festival and Parade should be the largest Mid-South Pride in history.

Your participation will enhance the quality of life of your members, employees, families, and consumers. It also provides an opportunity to reach a brand-loyal consumer base. Some of the companies and government organizations that participated in 2010 included FedEx, Medtronic, Nike, Harrah's, State Farm, Starbucks, Dillard's, The Commercial Appeal, and Memphis Police Department.

There are several ways you can participate. Sponsor opportunities range from \$20 to over \$5,000 with escalating benefits. For as little as \$75 (\$50 for non-profits), your organization can place a booth in the Festival. Participation in the Parade costs as little as \$40. Mid-South Pride also makes trade agreements for goods or services in exchange for credit towards Sponsorships.

If you are interested in participating in the 2011 Mid-South Pride Festival and Parade, email us at info@midsouthpride.org. For additional information, visit our website at www.midsouthpride.org. We are also on Facebook and Twitter as "Mid-South Pride".

Thank you for your kindness and support,

The Board of Directors of Mid-South Pride



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Parade Information

The 2011 Parade will take place Saturday, October 15th, 2011. Line Up for the parade will take place on 4th Street between Beale and Linden, as well as in Beale Alley. Line up will begin at 1:00 PM and close at 1:45 PM. No Entries will be permitted after 1:45 PM. The Parade will start at 2:00 PM.

The Parade will step off in front of FedEx Forum on 3rd Street, proceed past the Westin Beale Street on Lt. Geo. W. Lee Street, and then Right on 2nd Street. The Parade will then turn Right on Beale Street and end at the Line Up area on 4th between Beale and Linden. All entries for the Parade must be submitted by the deadline as indicated on the application page. All entries will be lined up on the day of the parade at the discretion of the Parade Director.

Parade Judging

Mid-South Pride encourages participants in the 2011 parade to make use of the 2011 theme "Pride by the Riverside" as you dress and/or decorate yourself, vehicles or floats for the parade. All entries will be judged in the following categories with 1st, 2nd and 3rd place awards in each group except Best of Show:

- ▼ Marchers / Walking groups
- ▼ Rolling Groups - Motorized or Horse-drawn
- ▼ Best Use of Theme
- ▼ Best of Show

Parade Representative

Each group is required to designate a "Parade Representative". The Parade Representative will serve as the primary contact with Mid-South Pride and must be able to assist the Parade director with coordination of the group, set-up and controlling the flow of their group during the parade. The Parade Representative will report to Parade Check-in for entry verification and lineup by 1:00 PM.

Etiquette during Parade and Festival

MSP organizes the parade for the entire community. In order to keep the parade interesting to the viewers, the parade must keep moving. The parade volunteers, staff and police are there for your safety. Please listen to and follow the instructions of these individuals. **Mid-South Pride Parade and Festival participants understand and agree that these events are intended to be and at all times shall be, Family Friendly events.** Therefore, Pride participants shall not display any materials, or behave in any way, that are obscene, sexually explicit, pornographic or indecent as described in city, county, state and federal laws.



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Float Dimensions

Parade Floats may not exceed:

10' wide

25' long

10' high (from street to highest point on float)

Float Standards

Failure to comply with the standards listed will result in disqualification of the group and possible removal from the parade:

- ▼ **Parade participants throwing beads from floats or handing out flyers etc. must provide volunteers to help with cleanup of the park and city streets the day after the festival on Sunday morning, October 16th 9am.**
Failure to comply will jeopardize participation in future events.
- ▼ No one may enter or exit the float once the float is in motion.
- ▼ Trailers must be towed by an accompanying vehicle and have a turning radius of 90 degrees.
- ▼ A fire extinguisher must be on board.
- ▼ Each organization must provide applicable insurance and proof of insurance for each float/vehicle entered.

Acts of God

Every effort is being made to insure that pride 2011 is a successful event. All participants understand that MSP cannot be held responsible for events beyond our control (Acts of God) that may cause the parade or festival to be delayed or cancelled. The event is scheduled to proceed even if there is a light rain.

Acts of the City of Memphis

All Participants agree and understand that Mid-South Pride and its officers cannot be held liable, and no registration fees will be returned in the event that the City of Memphis cancels Pride 2011, or if the Memphis Police Department removes any person or persons from the parade or festival.

Disclaimer

By signing the attached registration form, each group agrees to release, indemnify and hold harmless MSP for any injury, loss or liability to itself or its members that might arise out of the participation of that group or its members in the parade or festival. In accordance with City, County, State and Federal Laws, no alcoholic beverages will be allowed during any portion of the Pride Parade or Festival except in the designated area. Additionally, no person under the influence of alcohol or other drugs shall be allowed to operate a motor vehicle during the Pride Parade. Please be advised that the Memphis Police Department is responsible for enforcing all applicable laws during the parade. Such laws may include , but are not limited to, public decency, alcohol and controlled substances. The MSP board reserves the right to reject any application or remove any participant from the parade.



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2011 Parade Registration Application

Name:

Address:

City, State, ZIP:

Phone Number:

Email:

Web Site:

Entry name (as it should be announced):

Please describe your business, organization, or group (as it should be announced):

Number of people in group:

Number of vehicles in group:

Fee Schedule

| | Before September 30th | After September 30th |
|------------|-----------------------|----------------------|
| All Groups | \$40 | \$50 |

By Signing this Registration Form, you agree to release, indemnify and hold harmless Mid-South Pride, our Board of Directors, Volunteers and Staff from any injury, loss or liability to your group, your members (which for the purposes of this release, includes anyone who marches with your group or rides on your group's float) or anyone else which might arise out of the participation of the group or its members in the parade.

Signature: _____

Date: _____