

## HERITAGE OF PRIDE, INC.'S MARCH: RULES AND FAQs

### General Rules

YOUR GROUP MUST COMPLY WITH ALL INSTRUCTIONS GIVEN BY MEMBERS OF HERITAGE OF PRIDE, INC.'S EXECUTIVE BOARD AND/OR THE MARCH COMMITTEE STAFF. You are responsible for reading and understanding this material. Please share this information with the members of your organization and anyone responsible for any floats or vehicles you may have in The March.

- **Formation Area:** Group Leader check-in and information tables are located on the east side of 36th St. and 5th Ave. The check-in area will be open from 10:00am to 11:30pm. Marshals must bring a photo ID to the Marshal Check-In table in order to pick up their T-shirts.
- **Order of March by Section:** All organizations must line up in the section to which they have been assigned, and must do so at the designated time and location. Each organization must stay in its assigned section for the duration of its participation in The March. Any group that moves to another section or enters The March route from any point other than the Formation Area will be denied registration in The March the following year. This rule will be emphasized at Group Leader training and in all our communications with registering organizations. If your group wishes to march with another group or set of groups, please indicate as such upon registering.
- **Order of March within Section:** You must also follow the Group number which has been assigned to you. Section Leaders will be at your assigned block to help ensure proper lining-up. They will also help to keep The March moving along smoothly. Please listen to them, and understand that they are Heritage of Pride volunteers working to make The March a great experience for everyone. Please ask the driver of your vehicle to follow all instructions from The March Director, Section Leaders and other HOP Staff and Managers.
- **Marcher Registration Fees:** A donation of \$4 per marcher is requested. The LGBT Pride March is a costly endeavor. Sound systems, bleachers, toilets and other important items needed to execute the event have a bottom line cost. We would greatly appreciate a donation of \$4 per participant (marchers and people on floats/in vehicles). Your donation will help make this a better event and your estimate of the number of people in your contingent will help us keep accurate tallies of marchers.
- **Payment Options:** If you are paying by check or money order, it must be made payable to Heritage of Pride, Inc. The March Committee accepts American Express, MasterCard and Visa credit cards as payment for your registration. We do not accept Discover or other credit cards. All of the information requested must be filled out in order to process your payment.
- **Moments of Silence:** There are two Moments of Silence at 1 pm and at 3 pm. We require that everyone in The March stop marching, talking, dancing, etc. in order to remember those from our community whom we have lost to AIDS and AIDS-related complications. Any group that does not turn off its sound system prior to each Moment of Silence or when requested to by your Section Leaders or other Staff will not be permitted to have a float in next year's March.
- **Group Information:** On the registration form, you will find an optional section where you may indicate information about your organization. Your organization will be introduced at four points during The March: 1. Formation Area; 2. Madison Square Park at 25th Street; 3. The Reviewing Stand

at 5th Avenue & 8th Street; & 4. Dispersal Area of Christopher and Greenwich Streets. We want to ensure that the announcers have interesting and accurate things to say about your group. The announcers will use the information you provide in this section to describe your group.

- Confidentiality: Heritage of Pride, Inc. does not release any personal contact information about individuals or organizations..
- Solicitation of funds: NYC Law prohibits the solicitation of funds during any parade. If your organization is found soliciting funds, you will not be permitted to register next year. The sole exception to this is Heritage of Pride, Inc. volunteers requesting donations for the Ribbons of Remembrance.
- Animals: The members of The March Committee strongly suggest that you do not bring your pets to The March. It is a long day on hard, hot asphalt. Although our pets are part of our families, it seems more loving to leave them home, where they can be comfortable and secure. For the same reasons, we prefer that people not ride horses in The March.
- Nudity: The law prohibits nudity below the waist. Police will be present at The March and it is assumed that they will enforce this law.
- Marshal T-Shirts: All Group Leaders must wear the special Marshal T-shirt provided by Heritage of Pride, Inc. This identifies them to The March organizers and to the police as the individuals responsible for each group and its vehicles.
- Throwing Objects or Distributions of Literature: Objects may not be thrown or tossed from vehicles to or at the participants or spectators. Heritage of Pride, Inc. assumes NO responsibility or liability for injuries caused by such actions. You agree upon checking the box when registering that indicates you will abide by all HOP rules and regulations. You may hand out literature or objects one person at a time.

## LGBT Resource Groups

Pride and LGBT groups which are part of large corporations [annual gross exceeds \$10,000,000] are welcome to register and join the March. However, any signs or banners must indicate that it is the Pride or LGBT group that is marching -- and not the corporation. The name of the Pride group must be in a font no less than twice the size of the corporate name or logo. If your group will be registering a vehicle, there is a fee schedule on the March page of the website.

## Corporations

We welcome large corporations as sponsors. If interested, please contact our Managing Director. Please note: any float/marching contingent with corporate logos/images not previously authorized or approved by NYC Pride will be subject to ejection from the March.

## Additional Rules for Vehicles

If you are going to have a vehicle in the March, you must adhere to the above General Rules and additionally to these addition rules. You are responsible for reading and understanding this material. Please share this information with the members of your organization and anyone responsible for any floats or vehicles you may have in The March.

- **Floats & Vehicles:** All vehicles and floats must be registered with Heritage of Pride, Inc. in order to enter The March. Additionally, each float or vehicle requires a registration fee. There is no fee for a vehicle that will serve exclusively for transportation of people with disabilities or seniors, excluding floats. Vehicles will be accepted only as space allows.
- **Dimensions:** Permitted dimensions of a float or vehicle are 35 ft. long x 16 ft. wide x 14 ft. high. ANY FLOAT EXCEEDING any of these measurements WILL NOT BE ALLOWED into The March. Please note that our Vehicle Coordinators will measure vehicles as they arrive on the morning of the March. Your fee will not be refunded if your vehicle is barred from The March. Any float greater than 14 feet in height places the people on the float at risk of becoming entangled in traffic lights, overhanging trees, etc. Floats that are longer than 25 feet (including tow vehicle) CANNOT negotiate the tight Greenwich Village turns. When tow vehicles must maneuver back and forth repeatedly and/or use sidewalk space to complete a turn, people on the float and spectators along the route are endangered.
- **Vehicle and Float Registration Fees:** The registration fees for decorated vehicles and floats are different as indicated on our website.
- **Sponsorship:** If your organization is sponsored by a business, please reach out to us at 212-807-7433 prior to registering online.
- **Group Leaders:** Each float/vehicle must be accompanied by at least one Group Leader who must walk next to the float or vehicle. Unfortunately, any vehicle arriving without at least one trained Group Leader will not be allowed to enter The March. Your fee will not be returned in such a case. It is the responsibility of the Group Leader to work with the police in the event of accident or mechanical failure of their vehicle.
- **Vehicle Permits:** When we receive your completed registration, we will send out a confirmation email with detailed information on Group Leader training sessions. Permits will be distributed only at Group Leader training sessions. This procedure ensures that 1) no permits are lost in the mail and 2) every group understands Heritage of Pride, Inc.'s policies regarding registered vehicles  therefore eliminating a separate training session for vehicle marshals.
- **Bond Float Vehicle Permits:** If you are using Bond Floats (a NJ float company), a copy of your Vehicle Permit will be given to you at a Group Leader training session and the original will be forwarded to Bond Floats. You must present your copy to the Bond Floats representative at the March. Please note that the Group Leader representing your organization must bring the confirmation letter and a photo ID to a Group Leader training session in order to receive your permit. This is the only way to get your vehicle permit and lost permits will not be reissued!
- **Sound Systems and Devices:** The March begins in a residential neighborhood  playing or testing of sound equipment is NOT permitted before 11:30AM. The Moments of Silence will occur at 1 and 3:00PM. All sound systems on all vehicles and all sound devices, including but not limited to

bullhorns, boom boxes, amplifiers, musical instruments, car horns and vehicles must be turned off or their use discontinued by 12:55 PM and at 2:55 PM. Any violation of this policy will result in your organization being refused entry in next year's March.

- Public Hazards: Heritage of Pride, Inc. reserves the right to refuse entry to any vehicle deemed to pose a public hazard.
- Decorations: All vehicles MUST be decorated and must make a positive statement appropriate to the day's event.
- Important: Financial arrangements for any vehicles are the responsibility of the sponsoring organization. Heritage of Pride, Inc. bears no responsibility for such arrangements. The driver must possess the necessary operator's license required by law for the type of vehicle involved. No alcoholic beverages or illegal substances will be allowed on any vehicle or float. Violations of this rule will automatically bar participation of all vehicles of the offending organization. Your fee will not be returned. All vehicles are subject to inspection by local law enforcement. Vehicles or floats without a HOP vehicle permit and Group Leader will be not be allowed into The March.
- Beasts of Burden: All Beasts of Burden must be registered as vehicles. One marshal must be responsible for cleaning up any waste. Riders and animals must be familiar with riding in crowds.
- Motorcycles: For safety and to avoid overheating, all motorcycles will be positioned in a separate contingent at the front of The March. Motorcycles are requested to fly rainbow flags as part of their decoration. Heritage of Pride, Inc. expects riders from several different organizations. The cooperation of all riders is required to maintain a cordial atmosphere. The Sirens Motorcycle Club coordinates the registration of motorcycles for The March.
- Litter: Heritage of Pride, Inc. is not responsible for litter generated during The March. If large amounts of your organization's literature are found on or near The March route, Heritage of Pride, Inc. will forward bills for sanitation to your organization.