

General Rules

YOUR GROUP MUST COMPLY WITH ALL INSTRUCTIONS GIVEN BY MEMBERS OF HERITAGE OF PRIDE, INC.'S ("NYC Pride") 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.

- **Group Leaders:** Group Leaders play an important role in the success of The March. They are the official liaison between NYC Pride, NYPD and the participant in The March, our point of contact in an emergency, and the members of each marching group tasked with making sure everyone adheres to these and other rules. Every group must be accompanied by at least one Group Leader (a.k.a. "Marshal"). Groups with 1) more than fifty marchers or 2) any number of marchers and a float must have two Group Leaders. For each additional one hundred marchers after fifty, you will need to have an additional Group Leader (e.g. 150 marchers = 3 group leaders; 250 marchers = 4, etc.).
 - **Mandatory Trainings:** 2015 Group Leader Trainings are scheduled for June 8, 9, and 11 at 7:30 p.m. and on June 13 at noon. at St. John's Lutheran Church at 81 Christopher Street (near 7th Ave.). Your group should choose as Group Leader(s) people who can attend any one of those four mandatory training sessions. For out-of-town participants, if all possible Group Leaders live more than 90 minutes away from Manhattan, please contact march-help@nycpride.org or (212) 807-6327 to discuss alternative training options.
 - **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.
- **Formation Area:** Group Leader (a.k.a. "Marshal") 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 10:00 a.m. to 11:30 a.m. 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 line-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.
- **Registration:** All participants in The March must register online between March 1, 2015 and June 7, 2015. Registration includes fees depending on the type of organization and the type of entry. Please see the Rate Card on our website for details.
- **Marcher Registration Donation:** A donation of \$4 per marcher is requested. The LGBT Pride March is a costly endeavor. 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.
- **Moment of Silence:** There is one Moment of Silence at 11:58 a.m. as part of our opening/step-off ceremony. 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 as well as hate crimes. Any group that does not respect the Moment of Silence will not be permitted to participate in next year's March. Additionally, we ask for quiet during the singing of the National Anthem and any opening words included in that ceremony.

- **Sound:** All groups must notify HOP in advance if they intend to use any sound amplification device (e.g. speakers, bullhorns, car radios, microphones, etc.) or play live music (e.g. marching bands) intended to reach the spectators. HOP obtains the necessary permits for sound amplification in New York City.
 - Because formation takes place in a residential neighborhood, groups with amplified sound systems may perform 10 minute sound checks in the formation area only between 11:00 a.m. and 11:30 a.m. To ensure a successful step-off ceremony and the efficient communication between HOP and groups, amplified sound must remain off from 11:30 a.m. until the group is directed past Fifth Avenue and 36th Street.
 - Amplified sound must be turned off as soon as the Group reaches dispersal at Christopher and Greenwich Streets.
- **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 a minimum of four points during The March: 1) Formation Area; 2) Madison Square Park at 25th Street; 3) The Reviewing Stand at 5th Avenue & 8th Street; and 4) just before the 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 primarily use the information you provide in this section to describe your group. HOP may also provide this information to any media partners who livestream or broadcast The March or print or electronic guides to The March.
- **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 (for horses and other Beasts of Burden, please see the Additional Rules for Vehicles).
- **Movement & Performance:** To avoid the creation of gaps, groups are expected to be moving forward along the route at nearly all times unless stopped by a HOP volunteer or NYPD. Our target speed is that vehicles and marchers alike cover the route at a speed of approximately 5 mph. If your group will be performing choreographed maneuvers or other exhibitions, please plan ahead to incorporate as much forward movement into the routine as possible. Groups will be allowed to pause at key points such as grandstands, live broadcasts, or the judging stand to perform a routine of no more than 60 seconds. Please pay attention to instructions from HOP volunteers about moving along and closing any gaps.
- **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.
- **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.
- **Campaigning:** As a 501(c)3 nonprofit organization, Heritage of Pride, Inc., does not endorse political candidates or parties. The March welcomes elected officials and candidates for office every year regardless of party affiliation. Political fundraising during any HOP event is absolutely prohibited. In

addition, HOP asks that candidates refrain from campaigning during The March. For more additional questions regarding appropriate participation by candidates for office, please contact march-help@nycpride.org or (212) 807-6327

- **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, formation area, or dispersal area, Heritage of Pride, Inc. will forward bills for sanitation to your organization.
- **Hold Harmless/Indemnity:** All participants are responsible for any and all acts and/or omissions on their part, or on the part of their agents, volunteers and/or employees that may result in injury or damage to themselves their agents, employees, or to third parties. Applicant specifically agrees to indemnify and to hold Heritage of Pride and its agents, volunteers, and employees free and harmless and to defend it from any and all claims arising out of such acts or omissions.

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 to these additional 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 an approved vehicle that will serve *primarily* 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 35 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 (a.k.a. "Marshal" – please see the General Rules section) who must WALK next to the float or vehicle so that NYPD and HOP volunteers or staff can communicate with them at any point. 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. Sound systems may only be tested between 11 a.m. and 11:30 a.m. for a maximum of 5 minutes. Sound systems must be silenced by 11:30 a.m. in preparation for the Moment of Silence held at 11:58 a.m. 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 remain silent until the marching group is released to the route and the float is on Fifth Avenue. 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. Please do not use a vehicle that is prone to overheating or breaking down as this can cause serious delays in The March.
- **Decorations:** All vehicles MUST be decorated and must make a positive statement appropriate to the day's event.
- **Safety:** The speed limit throughout the March is 5 miles per hour unless specifically ordered to speed up to close a gap by a HOP volunteer or NYPD. Participants may not mount or dismount a moving float or vehicle - the vehicle must come to a complete stop while people are mounting or dismounting.
- **Financial and Legal Considerations:** 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 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.



Heritage of Pride
2015 NYC Pride March
June 28, 2015
Complete the Dream

Legal Agreement

By registering to participate in the March, you agree to the following statements regarding the phrase “NYC Pride” and all Heritage of Pride trademarks.

You acknowledge and agree that NYC Pride exclusively owns all right, title, and interest in the trademark “NYC Pride” and all related marks, logos, and designs, including, without limitation, all derivations thereof (collectively, the “Mark(s)”). You shall use the Mark(s) solely as provided by Agreement. You shall submit copies or samples of all materials containing or bearing the Mark(s) for NYC Pride’s review no later than May 15 or such other date agreed to by you and NYC Pride in writing. You hereby acknowledge the high quality of the goods and services sold under, and the valuable goodwill associated with, the Marks. You shall maintain the quality of goods and/or services offered in connection with or under the Mark(s), consistent with the high standards established by NYC Pride prior to the date hereof, and provide NYC Pride with reasonable opportunity to inspect Your products and/or facilities that bear or are otherwise related to NYC Pride or the Marks to confirm compliance with the terms hereof. You shall not depict the Mark(s) in any manner that (i) is inconsistent with the use of the Mark(s) by NYC Pride prior to the date hereof and such guidelines that may be provided by NYC Pride with respect to the use thereof or (ii) could denigrate, disparage, tarnish, present in a false light, or otherwise reflect negatively on the LGBTQ community or LGBTQ persons, the Mark(s), or NYC Pride. NYC Pride reserves the right to revoke this license at any time for any breach of the Agreement, or for good cause. The Agreement, including, without limitation, the license granted thereunder, is non-transferrable, and You may not delegate, subcontract, assign, or otherwise transfer any of its rights or obligations under the Agreement. The Agreement is binding upon and inures to the benefit of the Parties hereto and their respective permitted successors and assigns. All use of the Mark(s) by You shall inure to the benefit of NYC Pride.

You agree to comply with all local, state, and federal laws, and Your actions shall not violate, infringe, or prejudice the rights of NYC Pride or any third party. You agree, and expressly warrant, that all material produced, performed, displayed, and/or distributed by You in connection with NYC Pride and its events are Your original work or that you have permission to use such material, and that such material shall not infringe any copyright, defame any person or entity, or otherwise violate the rights of any person or entity. You agree to indemnify and hold harmless NYC Pride, The City of New York, and all other associations, sanctioning bodies, and sponsoring companies, and all their respective agents, officials, servants, contractors, representatives, elected and appointed officials, successors, and assigns from and against all third-party claims, losses, liabilities, damages, and expenses (including, without limitation, reasonable attorneys’ fees) arising out of any use of such material in connection with NYC Pride and/or its events, whether by You or Your employees, contractors, agents, or representatives.

You and Your, heirs, executors, administrators, successors, and assigns hereby release, waive, and forever discharge NYC Pride, the City of New York, and all other associations, sanctioning bodies, and sponsoring companies, and all their respective agents, officials, servants, contractors, representatives, elected and appointed officials, successors, and assigns, from all claims, demands, damages, costs, expenses, actions, and causes of action, whether in law or equity, in respect of death, injury, loss, or damage to Your person or property howsoever caused, arising by reason of Your participation in NYC Pride’s events or other activities, whether as an exhibitor, spectator, participant, performer, competitor, or otherwise, whether prior to, during, or subsequent to NYC Pride’s events or other activities.