



PARADE ENTRY GUIDELINES

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THE ELECTRIC LIGHT PARADE

APS Electric Light Parade has long been an event where families, neighborhood groups and businesses from across the city come together to provide an outstanding, family friendly, holiday themed special event that is enjoyed by hundreds of thousands of families each year. The parade engenders a feeling of belonging through a shared experience; it improves the quality of life for residents, brings diverse people together; inspires a positive image of the city with a shared pride in their community; brings vitality to the community; promotes economic impact and tourism. The 2019 event is no different; we invite each of you to make this a tradition for your family, organization or business by participating in this year's parade. Please read through this guide and if you have any questions, don't hesitate to contact us.

This year's parade will be held Saturday, December 7, 2019 at 7 pm.

PARADE THEME

The 2019 APS Electric Light Parade theme is **“WALKING IN A DESERT WONDERLAND”**.

PARADE COORDINATION

APS Electric Light Parade is produced and coordinated by the City of Phoenix Parks and Recreation Department. The event has a large number of partners and sponsors which includes our title sponsor Arizona Public Service (APS) as well as North Phoenix Baptist Church, our parade staging site host. Please see the event website for a full list of sponsors and partners. If you have any questions or you would like information about becoming an event sponsor or participant, please contact Bob Berlin at 602-262-1678, or through email at elp@phoenix.gov.

Event details are also located on the City of Phoenix, Parks and Recreation Department web site <https://www.phoenix.gov/parks/special-events/electric-light-parade>

PARADE ROUTE

The APS Electric Light Parade entries are staged at North Phoenix Baptist Church (larger units may be staged on Central Avenue). Entries head out of the church southbound on Central Avenue (the actual route begins at Montebello). Entries head south on Central until they reach Camelback Road at which point they turn east and head up to 7th Street. At 7th Street, entries turn south and continue down 7th Street until they reach Indian School Road which is the end of the route. The route is approximately 2.3 miles long and takes entries about 60 minutes to reach the end. A route map can be found in the attachment section in the back of this guide.

REGISTRATION INFORMATION

Registration opens on September 3, 2019 at 8:00 am and all entry registrations must be completed before 6:00 pm on, November 1, 2019. Registration for the APS Electric Light Parade is accepted through our online registration system at <https://apm.activecommunities.com/phoenix> or by walk-in at Parks and Recreation Department community centers or division offices. Course codes for the entry category you are looking for can be found in the entry category and fee schedule section of this document. If you do not already have one, you will need to create an online account prior to registering. Registration is payable by cash, credit card, debit card or by check (checks shall be payable to the City of Phoenix). All those considering registration for the APS Electric Light Parade should review the entry category list (located within this document – pages 5-6) to determine which entry group they fall within. If you are unsure which entry category you qualify under, please contact the Parks and Recreation Department prior to registering. **Additional information will be requested following registration and must be provided by the deadline provided.** **There are a limited number of spots available in each category and many will fill before registration ends.

Refund request shall be presented in writing. Partial refunds (80%) will be available until November 10, 2019; there are no refunds after November 10, 2019.

ENTRY CATEGORY, REGISTRATION CODE AND FEE

Entry Category	Online Registration Code	Fee
Marching Band Entry	31774	No Charge
Community Entry	31777	\$75
Non-Profit Entry	31779	\$100
Performance Entry	31780	\$100
Commercial Entry - Small – Up to 24 employees	31776	\$300
Commercial Entry - Large - 25 or more employees	31775	\$400
Government Entry	31778	\$100

For a description of each entry category, please refer to the following section to help you determine which category your group belongs in.

ENTRY CATEGORIES

Interested in registering for the APS Electric Light Parade? Review the entry category descriptions listed below to determine which one of the six categories your entry fits. If you are unsure which category your entry qualifies under, please contact the Parks and Recreation Department prior to registering. There are a limited number of entry spots assigned to each category and many categories will fill up. Register early to guarantee your spot in this year's APS Electric Light Parade. **All walkers or marchers must be at least 8 years of age.

Marching Band Entry

A Marching Band Entry is an ensemble of musicians that march in time to the music for entertainment at events and in parades. A marching band typically includes brass, woodwinds, percussion instruments and drum majors and/or majorettes, and color guard. To qualify for this category, APS Electric Light Parade marching band entries must contain at least three of the areas listed above.

- To perform in the APS Electric Light Parade, all band members, instruments, hand held accessories: headpieces, etc., must be lit, outlined or accented by light products.
- The first eight bands registered will receive a \$200 honorarium. Honorariums are mailed to the school approximately two weeks following APS Electric Light Parade.
- All bands are required to play holiday music on the route.
- Bands may NOT stop or perform reverse marches or stunts on the APS Electric Light Parade route; these activities cause gaps in the parade which negatively affect the attendee experience.
- Each marching band will be limited to 150 participants. Bands must be able to proceed on the route utilizing approximately 25' in width.
- The chaperone ratio is 1:30 for marching bands. All chaperones are required to dress in all black or unit uniform.

Performance Group Entry

This entry is for walking groups that are performing while they march (dancers/twirling groups/drill teams/drum corps/etc.). Performance group entries cannot have more than 60 participants. *There is a prize awarded for the top entry in this category.*

Community Entry

Community entries are: an individual, family, organization, club or neighborhood group. Boy Scouts/Girl Scouts, bicycle clubs, motorcycle and car groups fall under this category as well. Community entries may not advertise sponsors or corporate supporters' names; signage shall reflect only the name of the entry group or individual. *There is a prize awarded for the top two entries in this category.*

Non-Profit Organization Entry

A Non-Profit Organization entry is an organization certified as a 501-C3 organization. You may have the non-profit name on the float but you cannot have a commercial sponsor name on the float. A 501-C3 determination or affirmation letter must be submitted following your registration. Entries that are not certified 501-C3 must register in the community category. *There is a prize awarded for the top two entries in this category.*

Commercial Entry

Commercial entries may be sponsored by either large or small businesses. Entry fee is calculated based on the number of employees within the entire company. The commercial entry may display their company logo however, it must be lit according to the standards provided in these guidelines. A small commercial business is one that has 24 or fewer employees while a large commercial business is one with 25 or more employees.

Government Entry

A government entry will be supported and constructed by a government agency. This includes schools, federal, state, city, county and local municipal agencies, officials, etc. that do not qualify in one of the other entry categories.

*There are a number of holiday events that love to invite the APS Electric Light Parade entries to be a part of their events. Parade staff will provide information on those events as it becomes available.

ENTRY FORM & COMMENTARY FORM

After registering, each entry will receive an email with a parade entry form attached which is used to collect entry information and the commentary. The form is a fillable document and we request that you make every effort to complete it as such rather than printing and hand-writing the information onto it. The form is a critical component to the effective presentation of the event. The entry information form must be complete as the details are important to effective staging/destaging as well as for your placement in the parade. When completing the commentary section, include information that can be used to identify and describe your entry for the spectators both along the route and those watching the televised version (not a live broadcast). Your commentary should be a brief narrative of approximately 30-90 words (575 characters). Using a dot point format makes it easy for the readers to share your story effectively. Remember, to maintain the spirit of the event, the script should be fun to hear! Event producers and broadcast network reserve the right to edit and use the material as needed and at their sole discretion. Every entry **MUST** complete and return the document on or before November 6, 2019.

Commentary Sample 1

Open your mind to the world of Magic and Illusion with this float brought to you by the Parks and Recreation Department. The float stars Lizzie, a not so small dragon who stands at over 13 feet tall. The float also features a magical hat, that if you watch closely, will surprise you with its tricks. The float contains over 230,000 lights. The real magic of this float comes from the Parks and Recreation Department staff who put magic into people's lives and imaginations every day.

Commentary Sample 2

What would Lights! Camera! Magic! be without a little Hollywood thrown in? Anonymous Dance Family brings you "Hollywood Christmas" with high energy dancing, stepping and chanting to Christmas music. Anonymous Dance Family took home the award for best performance group in 2014.

SOCIAL MEDIA

FOLLOW. LIKE. SHARE.

We'd love for you to engage your friends, family, business partners, etc through the use of social media. Please join the Phoenix Parks and Recreation Department in the promotion and showcasing of the annual APS Electric Light Parade. Through social media channels such as Facebook and Twitter we have the power to share this great parade with a much broader audience. The City of Phoenix Parks and Recreation Department will take a proactive approach in posting parade content leading up to, and throughout the event. Please take a moment to Follow and Like our current social media accounts:

- Facebook: <https://www.facebook.com/phoenixparks/> (facebook.com/phoenixparks)
- Twitter: [@PhoenixParks](https://twitter.com/PhoenixParks)
- Instagram: [@phxparks](https://www.instagram.com/phxparks)
- YouTube: <https://www.youtube.com/cityofphoenixaz>

We invite parade entrants and spectators to tag us directly using the information noted above; additionally, we would like entries to share posts with one another using the hashtag:

#PHXLightParade

Don't forget to tag our great partners so they can engage as well.

LIGHTING GUIDELINES

- Only UL approved wiring, lights and batteries may be used.
- Each individual (walking or riding) and their accessories must be illuminated. Glow products may substitute for the lights.
- Hand held accessories: headpieces, instruments, etc., must be outlined or accented with lights or glow products. The route is over two miles...it's advisable to limit the weight on each uniform/instrument by using appropriate lighting systems.
- For optimum affect, it is suggested that lights be placed one to two inches apart (Light reflectors are suggested for better illumination).
- All batteries, battery packs and wires must be concealed within the costume or attached to the individual in an organized pattern.
- The use of spotlights and/or interior lit inflatables are okay to use if the entry is completely lit.
- All major construction points and lines should be outlined in lights to highlight the shape of the design element.
- The minimum number of lights on a float is 2,000 however, that number can be lower as long as the float and vehicles are completely covered in lights. LED's, neon, and glow products are also acceptable. All tow vehicles must be lit if it is part of the entry otherwise it must be blacked out. Minimum number of lights for a tow vehicle is also 2,000 which is in addition to the entry requirement of 2,000 lights.
- All tow vehicles or entries need to completely cover or turn off or their headlights throughout the parade route.

LIGHTING TIPS:

- Portable gas powered generators: provide a simple way to light without complicated wiring. Any standard holiday lights, inflatables and decorations easily plug in.
- Batteries easily power battery operated devices and novelties. Unfortunately, batteries have a limited power source that can become heavy.
- Inverters: an inverter is a device that converts 12 volt DC current into 110 volt AC. This device easily connects to a cigarette lighter, generator, car battery or electrical source. Inverters are fairly inexpensive. Inverter must match the capacity of the wattage needed to operate your lights.
- It is ok for entries will use a combination of the three systems.
- LED lights are great and you can generally string 20-25 strings together vs. 3 strings for traditional lights
- Net lights work great for large areas of the float; net lights are easily zip tied together to create full area coverage.
- You don't have to build it yourself; there are a number of vendors that rent holiday lights, equipment and props that you can use to make your entry special.

Entry groups or individuals that fail to meet the lighting requirements in this document will be pulled from the APS Electric Light Parade.

MORE LIGHTS BRING MORE SMILES AND CHEERS

GENERAL PARADE REQUIREMENTS AND GUIDELINES

- The success of the annual APS Electric Light Parade is dependent on the amazing entries you all develop. With the event theme in mind, build your entry with quality materials and use more lights than you ever expect to.
- HAVE FUN!
- To keep the APS Electric Light Parade moving smoothly, entries WILL NOT be permitted to stop for pictures or performances; entries are required to keep pace with the line of march; there are no counter or reverse marches, or stunts contrary to forward progress allowed on the APS Electric Light Parade route. (These activities cause gaps in the APS Electric Light Parade.)
- The APS Electric Light Parade has ONLY ONE live Santa Claus; additional Santa's are STRICTLY prohibited. Additionally, Mrs. Claus is staying home at the North Pole so use is also strictly prohibited.
- **For the safety of our spectators absolutely nothing is to be thrown, tossed, launched, etc. to the crowd from an entry. Our children and other attendees are precious to us, do not encourage them to come onto the road for any reason.** Walkers, that meet parade guidelines, may hand to the crowd along the parade route.
- All that are interested in registering or have already registered and are first-time APS Electric Light Parade participants are advised to attend the informational meeting (October 15, 2019). Staff will walk attendees through the guidelines and answer any questions groups may have.
- Entries must commit to staging earlier than they may think necessary to ensure the staging and destaging plans for the parade can be conducted. Please see schedules noted within this guide.
- The chaperone ratio for walking groups is 1:15 (adult/children) but may not exceed 10 chaperones without preapproval. Chaperones are required to dress in total black or unit uniform.

(This will be strictly enforced.)

- All parade entries must be appropriate, tasteful, festive, promote the holiday spirit and parade theme.
- Inappropriate, unsafe participation, failure to follow instructions or other violations of parade guidelines can result in denied participation for individual and/or organizations in future parades.
- Entry contact person who registered the entry acknowledges that all walking participants are 8 years old and older. Children under 8 years old will be pulled from the APS Electric Light Parade.
- Parks and Recreation Department producers must receive proof of vehicular insurance by on or before November 6, 2019 for any vehicle being driven on the route.
- All drivers must participate in the entry driver's orientation in the North Phoenix Baptist Church chapel building on Friday, December 6, 2019, at 6 pm.
- Each entry will be required to have signage, in lights, on the front or both sides with the name of the entry group. This sign/name must align with the name submitted for the commentary.
- All entries are required to play theme or holiday music throughout the APS Electric Light Parade route. The use of the sound system for broadcasting messages is prohibited
- Only children 8 years of age and older will be permitted to march or walk in the APS Electric Light Parade.
- Children under the age of 8 are permitted to ride on or in a unit provided all regulatory seat belt and car seat laws are followed.
- No strollers are allowed (for the safety of your child).
- Entries cannot exceed 13 feet 6 inches in height due to overhead obstructions. There is no limit on length of a float entry as long as it can successfully navigate the route. If an entry is wider than 8 feet a transporting permit may need to be obtained and pre-approval is required from APS Electric Light Parade producer.
- Religious expression is not prohibited, but proselytizing is prohibited. Please be sensitive to others beliefs.
- All equestrian/animal entries must provide a person and have a clean-up system to pick up waste along the route and to ensure there is a proper disposal of the waste products.
- A limited number of participants will be able to ride on any entry. City personnel reserve the right to determine the number for safety considerations.
- All entries are required to provide a person to walk (walking marshal) to lead their entry (Instructions are provided in these guidelines).
- All entries must be able to travel at a speed of at least two miles per hour for two miles. The official parade pace is 120 steps per minute.
- The use of unlicensed Disney character likenesses as part of an entry is STRICTLY prohibited. An entry may not duplicate the Disney character provided as the parade grand marshal.
- No alcoholic beverages of any kind will be allowed in the staging area, on the float or APS Electric Light Parade route. Consumption is a violation of AZ State law (4244.20). Consumption of alcohol by any individual will result in immediate removal from the event.
- Failure, by a participant or parents of participants, to obey any police officer or APS Electric Light Parade official will be cause for that entry to be removed from the APS Electric Light Parade.
- Indian School Road & 7th Street is the end of the APS Electric Light Parade, all entries are required to proceed to their designated de-staging area immediately.
- There is no vending permitted at the event site(s).
- Unless you are registered as a commercial entry, you must cover any commercial logos/name on your entry and tow vehicle.
- If you suffer a breakdown during the parade, move the vehicle to the right side and allow the

entries behind you to pass. If you can get your entry restarted, you may proceed down the route at the position you fall once you are moving.

- Although the parade is recorded by ABC 15 to be televised later, the footage is edited due to broadcast time constraints which means there is no guarantee that an entry will be shown as part of the broadcast. The Facebook live feed generally contains the entire parade.
- The official parade spacing is 30 feet between entries.
- Street closures begin early Saturday and continue and increase as the parade start gets closer- it's critically important for groups to be in place at the designated staging point early to ensure the destaging plan is effective. (Especially important to groups that arrive by bus.)
- Entry placement location in the parade is made by Parks and Recreation Department staff; entries with a specific request related to their parade placement must submit the request in writing to include the special need and/or reason for the request; all requests are considered however, there is no guarantee of acceptance. Requests are due by November 6, 2019.
- No unregistered entries and/or uncertified entries (passed inspection) are permitted on the parade route.

ENTRY INSPECTION

All entries will be inspected by Phoenix Police Department personnel to ensure adequate and safe float and lighting before the APS Electric Light Parade. Inspections begin at about 5 pm on Friday and 3 pm on Saturday. Entry groups or individuals that fail to pass inspection will be pulled from the APS Electric Light Parade. The following items are part of the inspection.

- Anyone riding on a float (standing, laying, sitting, etc.) must be attached to the float by a seatbelt-type strap or belt with quick release mechanism of sufficient strength to hold a person in motion. Entries cannot be tied in- no use of ropes or knots is permitted; participants have to be able to escape, on their own, in an emergency situation.
- The driver must have an unobstructed view of the road to the front and to the side unless in radio contact with a guide
- The driver must have access to an exit; must be escapable.
- The driver seat must be securely mounted to the frame.
- The driver must have adequate ventilation to bring in outside air; there can be no exhaust leaks in the driver compartment.
- All drivers must possess a valid motor vehicle operator's license and be adequately trained to drive their assigned entries.
- A minimum of one 2A10BC-type fire extinguisher must be provided on each entry or unit. If an individual is in an enclosed entry, there should be one extinguisher inside and within reach of the driver and another extinguisher outside.
- Batteries must be secured with no loose connections.
- Fuel tanks must be secured and there may not be any leaks.
- Spare fuel must be secured and stored away from any heat source.
- All wiring must be properly secured to prevent mechanical damage and injury to float riders.
- All connections must be made with UL approved electrical boxes or devices.
- Portable generators or compressors used on the float must be securely mounted on a vehicle or other substantial base. A minimum of 12 inches clearance must separate any part of the generator/compressor from combustible fabrication material.

- Portable generator may not be secured or braced in an enclosed space with the driver or rider.
- All entry materials must be flame retardant.
- Fire and flammable props are prohibited.
- The steering wheel must be attached to shaft by nut, pin, bolt, etc.
- The steering must work properly meaning not sloppy (up to a 1/4 turn is ok).
- Exhaust pipe(s) must extend at least 6" beyond the rear of the float's skirt.
- Exhaust pipe(s) must be wrapped with fire retardant tape where it passes through skirt.
- Generators/compressors must be equipped with firmly attached exhaust systems that terminate either into a common exhaust serving the vehicle or in the same manner as vehicle exhaust.
- Generator exhaust must be properly vented; not in contact with anything combustible.
- Castors or wheels must be securely attached and in good condition (i.e. no cracks in wheels)
- Entry must have access to radiator cap to add water (hatch or opening); must have extra water for radiator.
- The entry may not contain sharp or jagged metal or boards that could cause injury to the driver, rider or spectator.
- For self-propelled floats, tow bar(s) must be secured and remain with the float at all times in case of breakdown.
- Draw bars must be secured.

****Depending what your entry is, a number of these inspection items may not apply.*

ENTRY WALKING MARSHAL INSTRUCTIONS

- All entries are required to provide a person to walk (walking marshal) to lead/accompany the entry; if an entry does not have a walking marshal the night of the APS Electric Light Parade, that unit or group will be pulled.
- Walking Marshal (WM) must carry a lit entry number for entry identification for the judges and ensure the number is visible as the entry approaches the judges table, sound stations and ABC15 areas. Entry number is issued at the event information table approximately 2 hours before the start of the parade.
- WM must be at least 16 years of age.
- WM must be dressed in black (black pants, black shirt, black shoes).
- WM are required to walk approximately five feet in front of the entry and, through communication with their entry, maintain the pace required to ensure no gaps are created.
- WM must have the ability to listen, follow instructions and communicate issues to the parade marshals along the route.
- WM must be able to provide instruction/direction to their entry. If your entry suffers a breakdown during the parade, move the entry to the right side and communicate with and allow the entries behind you to pass. WM must notify the closest parade monitor of the breakdown (map and list will be provided).
- The WM should ensure they turn in the entry number at the end of the parade where a staff member will be collecting them.

IMPORTANT DATES AND DEADLINES

September 3, 2019– November 1, 2019	Parade entry open registration period
October 15, 2019	First-time entry workshop (6-7:30 pm) This is an informational meeting for first time participants and/or those interested in more details to help them understand the requirements presented in this guide. Return entries are welcome to attend to discuss updates to the APS Electric Light Parade and to share ideas and insight with newcomers. The workshop will be held at Devonshire Senior Center, 2802 E. Devonshire (1 block N. of Indian School Rd. on 28th St.)
November 6, 2019	Commentary form and proof of vehicle insurance due
December 2, 2019	Pre-parade meeting (6-7:30 pm) This is a MANDATORY meeting for all entry representatives and walking marshals to review the staging and de-staging plans, receive the APS Electric Light Parade line-up and any last-minute changes, as well as to pick up parade packets and parking passes. The meeting is held at Devonshire Senior Center, 2802 E. Devonshire (1 block N. of Indian School Rd. on 28th St.)
December 6, 2019	Entry check-in & staging (11 am-5 pm). Entries can arrive, check in and stage their entry at the designated location in the North Phoenix Baptist Church parking lot at Central Avenue & Bethany Home Road.
	Entry judging (6-8 pm) All float entries must be on site at North Phoenix Baptist Church, 5757 N. Central Avenue, and ready (lit) by 6:00 pm to be judged.
	Arizona State University Children’s interactive activity area- 5:30-8 pm. Along with the entry judging on Friday evening, ASU students, as part of the School of Community Resources and Development program, put on their annual Children’s interactive activity area located in the north area of the parking lot. Children of all ages can play games, make arts and crafts projects and even see Santa.
	Drivers meeting (6:00 pm) This is a MANDATORY meeting conducted by the Phoenix Police Department for all float or towing unit drivers to cover specific regulations. The meeting is held at North Phoenix Baptist Church, 5757 N. Central Avenue (held in the chapel).
December 7, 2019	Entry check-in & staging (noon-4 pm) Entries can arrive, check in and stage their entry at the designated location in the North Phoenix Baptist Church parking lot at Central Avenue & Bethany Home Road.
	Entries will begin to be move into line up formation at 6:50 pm.
	APS Electric Light Parade begins PROMPTLY at 7 pm.

AWARD CATEGORIES & WINNER

All entries will be judged based on the entry category used in the registration process. Judging will take place either Friday night or Saturday night as noted below. Only one award per entry will be allowed except for the Best Use of Lights and Best Presentation of Theme awards which may be awarded to any entry judged Friday night and Best Use of Lights (marching or performance) judged Saturday night. Entry awards are detailed in the section below.

Award winners will be notified where and when they can pick up their trophy within a couple weeks following the event.

AWARD JUDGING (FRIDAY NIGHT ONLY)

The following awards are determined by the judging that takes place for entries registered in the categories noted, that are staged at North Phoenix Baptist Church on Friday evening (none of these entry categories will be judged on Saturday). Judges will begin to make their way around the staging area at 6 pm to see and talk with entries (judging route will follow the numeric staging plan-lowest to highest number). We ask that floats remain lit until 8 pm. Winners from Friday night will be posted at the information/check-in table on Saturday and will be posted on the Parks and Recreation Department web page shortly after the parade. Entries that are not on site Friday night will not be judged Saturday. Judges will judge all floats unless the entry declines (can be done earlier at check-in or when the judges arrive at the entry). If an entry is not in place or ready (lit) for judging when the judges arrive at their placement point, they will not judge the entry and they will not come back a second time to judge.

BEST NON-PROFIT ENTRY AWARD

Judging Criteria:

1. Originality

- Entry displays creativity
- Entry is unique
- Entry displays innovation in its decoration and design concept

2. Quality

- Entry displays quality execution in the build/construction
- Entry demonstrates attention to detail through execution and effective lighting levels

3. Theme

- Best interpretation/use of theme

4. Presentation

- Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

*1st place: **This award has a \$1000 prize which is awarded in gift cards.*

*Runner-up: **This award has a \$250 prize which is awarded in gift cards.*

BEST COMMUNITY ENTRY AWARD

Judging Criteria:

1. Originality

- Entry displays creativity
 - Entry is unique
 - Entry displays innovation in its decoration and design concept
2. Quality
- Entry displays quality execution in the build/construction
 - Entry demonstrates attention to detail through execution and effective lighting levels
3. Theme
- Best interpretation/use of theme
4. Presentation
- Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)
- 1st place: **This award has a \$1000 prize which is awarded in gift cards.*
- Runner-up: **This award has a \$250 prize which is awarded in gift cards.*

BEST SMALL COMMERCIAL ENTRY AWARD

Judging Criteria:

1. Originality
- Entry displays creativity
 - Entry is unique
 - Entry displays innovation in its decoration and design concept
2. Quality
- Entry displays quality execution in the build/construction
 - Entry demonstrates attention to detail through execution and effective lighting levels
3. Theme
- Best interpretation/use of theme
4. Presentation
- Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

BEST LARGE COMMERCIAL ENTRY AWARD

Judging Criteria:

1. Originality
- Entry displays creativity
 - Entry is unique
 - Entry displays innovation in its decoration and design concept
2. Quality
- Entry displays quality execution in the build/construction
 - Entry demonstrates attention to detail through execution and effective lighting levels
3. Theme
- Best interpretation/use of theme
4. Presentation
- Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

BEST GOVERNMENT ENTRY AWARD (NON-CITY OF PHOENIX)

Judging Criteria:

1. Originality
 - Entry displays creativity
 - Entry is unique
 - Entry displays innovation in its decoration and design concept
2. Quality
 - Entry displays quality execution in the build/construction
 - Entry demonstrates attention to detail through execution and effective lighting levels
3. Theme
 - Best interpretation/use of theme
4. Presentation
 - Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

BEST USE OF LIGHTS AWARD (OPEN TO ALL ENTRIES BEING JUDGED FRIDAY NIGHT)

Judging Criteria:

1. Best use of lights
 - Entry demonstrates the WOW factor as it relates to lights.
 - Effective lighting levels; quantity of lights used is more than adequate to light up the entry and paints a picture for the viewers
 - Eye appeal / aesthetics; quality of the use of lights through placement, colors and materials

***This award has a \$500 prize which is awarded in gift cards.*

BEST PRESENTATION OF THEME AWARD (OPEN TO ALL ENTRIES JUDGED FRIDAY NIGHT)

Judging Criteria:

1. Best presentation of the parade theme
 - Effective interpretation and use of theme; entry clearly paints a picture of the theme through the design and use of materials, decorations, colors, special effects and holiday music
 - Entry clearly presents the parades theme

***This award has a \$500 prize which is awarded in gift cards.*

AWARD JUDGING (SATURDAY NIGHT ONLY)

Saturday night judging focuses on the marching band and performance entry categories ONLY. The judges sit at the parade starting point located at Central Avenue and at Montebello so it's important that the groups start performing as they begin to move down Central Avenue and onto the parade route. Awards that are judged Saturday night are: Best Marching Band; Best Performance Group; and Best Use of Lights (marching or performance group only). Winners will

be posted on the Parks and Recreation Department web page shortly after the parade. If the performance entry is not performing as they pass the judges, the entry will not be judged.

BEST PERFORMANCE UNIT AWARD

Judging Criteria

1. Spirit

- Performers displayed high energy
- Performers engaged the public

2. Execution

- Performance reflects thought in arrangement
- Entry utilizes holiday music
- Entry displays good formation and execution which shows attention to detail, practice and synchronicity

3. Presentation

- Effective overall presentation, appearance/eye appeal (effective use of color, materials and lights on uniforms and instruments) and special effects. Accompanying things like a float are not considered in the judging.

***This award has a \$500 prize which is awarded in gift cards.*

BEST MARCHING BAND ENTRY

Judging Criteria

1. Spirit

- Entry displayed high energy
- Entry engages public

2. Execution

- Performance reflects thought in arrangement
- Entry utilizes holiday music
- Entry displays good formation/execution which shows attention to detail, practice and synchronicity

3. Presentation

- Effective overall presentation, appearance/eye appeal (effective use of color, materials and lights on uniforms and instruments) and special effects

***No award- marching bands receive an honorarium- see marching band entry section of this guide.*

BEST USE OF LIGHTS (MARCHING OR PERFORMANCE GROUP)

Judging Criteria

1. Entry has the WOW factor as it relates to lights

- Effective lighting levels; quantity of lights used is more than adequate to light up the individuals (and instruments/props/etc.) and paints a picture for the viewers
- Eye appeal / aesthetics; quality of the use of lights through placement, colors and materials

***This award has a \$500 prize which is awarded in gift cards.*

AWARD JUDGING POINT SCALE

Each criteria (noted above) will be judged on a 10 point scale (see scale below). Judges scores will be combined to determine the overall score. In the case of a tie, judges will discuss their scores, possibly review entry and re-score each entry that is tied again, if a tie remains, both entries will be awarded.

0	None
1-3	Limited
4-6	Fair
7-8	Good
9-10	Exceptional

FRIDAY NIGHT

We highly encourage all entries participating in the APS Electric Light Parade to be a part of the activities and judging that takes place Friday night. The Friday night activities and judging have long been a Phoenix tradition for families as they come out to see and appreciate the creativity of the entries, the holiday spirit of the participants and for the children's activities provided by Arizona State University (ASU); they love and want to see your entry up close. The night is also very important for each entry; traveling to the staging area proves your entry's street worthiness and provides the driver an opportunity to check sight-lines and vehicle control. Just as important, it offers an opportunity to power up the generator(s) to verify how long they will actually run on the tank of gas (the parade power demands on the generator will be different than what you expect it to do based on your personal use on a weekend camping trip, for example). Running the equipment during Fridays event will allow you to determine if and how much spare fuel you'll need to have for the actual parade. Finally, it gives entries time to address and solve any problems that develop whether it's a bad string of lights or something that failed in the inspection. Most entries remain parked on site in their staging position over-night.

- Security is on site all night to keep your entries safe.
- Entries must remain aware of staging position/alignment to allow effective staging access for the other entries.

PARADE STAGING

What is staging? Staging refers to getting all parade entries placed in a preset spot at North Phoenix Baptist Church parking lot which allows for an organized and systematic approach to moving all participants onto the parade route. Staging begins Friday from 11 am until 5 pm and continues Saturday from noon to 4 pm. The staging area is broken into 4 zones which includes the information/command center, walking entry zone, motorized entry zone and a sponsor entry zone. Staging information, event updates, maps, parking passes, etc. are distributed at the mandatory entry meeting held at Devonshire Senior Center (2802 E Devonshire) on December 2, 2019 beginning at 6 pm.

- Street closures begin early Saturday and continue and increase as the parade start gets closer- it's critically important for groups to be in place at the staging point early to ensure the destaging plan is effective (Especially important to groups that arrive by bus.)
- Entry placement location in the parade is made by Parks and Recreation Department staff; entries with a specific request related to their parade placement must submit the request in writing to include the special need and/or reason for the request; all requests are considered however, there is no guarantee of acceptance. Requests are due by November 6, 2019.
- All entries will be inspected to ensure adequate and safe float and lighting before the APS Electric Light Parade. Inspections begin at about 5 pm on Friday and 3 pm on Saturday. Entry groups or individuals that fail to pass inspection will be pulled from the APS Electric Light Parade.
- The North Phoenix Baptist Church campus map is located in the attachments.
- Staging can become very busy and congested with floats; each entry can have one vehicle at a time at the staging point to unload equipment. All support vehicles MUST be removed from the staging areas immediately once their function is complete. There are NO entries or vehicles permitted inside the staging areas after 5 pm on Friday night and 4 pm on Saturday because of the large number of pedestrians in the areas.
- A support vehicle for the walking entries will be restricted to a special staging area but are also required to move to the designated parking area immediately once their function is complete or by deadlines noted.
- Support vehicle in the staging areas may not restrict access to entry position of others and may be required to leave staging area if staff determines it is necessary.

PARADE DESTAGING

What is destaging? Destaging refers to the process of getting all entries off the parade route at 7th Street and Indian School and to their designated areas to shut down and prepare for getting the entry home as well as to get the walking groups connected with their families. In general, motorized entries (trailed and non-trailed) are sent south on seventh street which is closed off all the way down to Osborn. Walking entries are sent west on Indian School Road to Steele Indian School Park. Groups that utilize busses to get to/from the event also travel west on Indian School Road to their busses that are staged on Indian School Road at 3rd Street. Destaging information, event updates, maps, parking passes, etc. are distributed at the mandatory entry meeting held at Devonshire Senior Center (2802 E Devonshire) on December 2, 2019 beginning at 6 pm.

- Effective destaging is reliant on effective staging; groups, especially those arriving by bus, MUST adhere to established timeline and be staged early to ensure the busses can get down to the destaging zone prior to street closures.
- Longtime entries should share any special destaging plans they use by the end of registration to ensure destaging planner can take the information into consideration as they develop the over-all plan.
- If an entry has a special destaging need, please make the request by the end of the registration period.

VENDING

There is **NO VENDING** authorized or permitted at the event staging site, destaging areas, streets, sidewalks or other event areas December 6-7, 2019 per Phoenix City Code, Street Vending, Article II, Section 31-24, Item 6.

PICTURES AND VIDEO

There is a variety of photographs and video taken throughout staging, during judging and during the parade; organizers reserve the right to utilize those images in any way necessary for, but not limited to, promotion, on the web site, for fliers and other printed parade materials, social media, award applications, etc.

DISCLAIMERS

For Parks and Recreation:

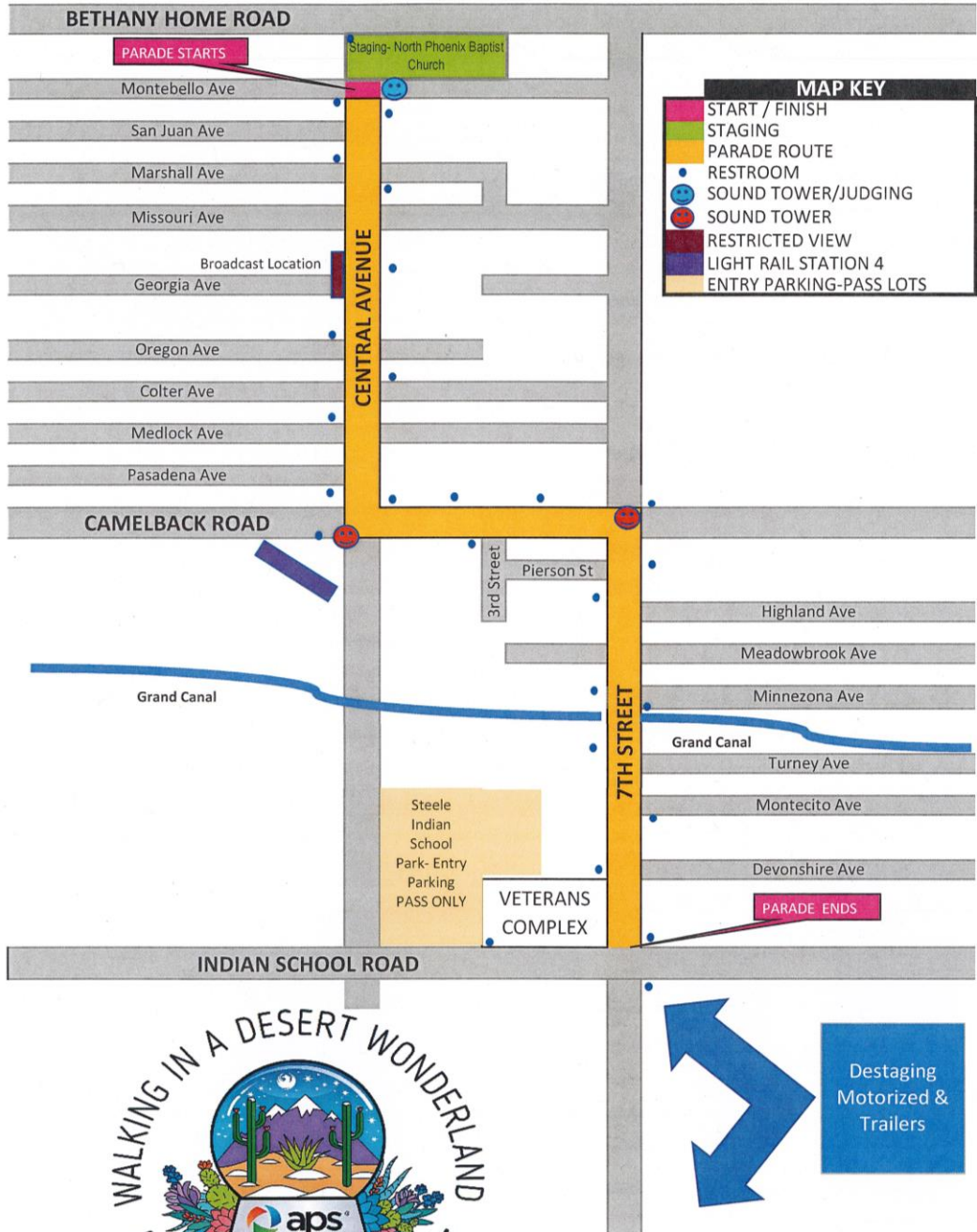
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E-mail: receptionist.PKS@phoenix.gov

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2019 APS ELECTRIC LIGHT PARADE ROUTE



North Phoenix Baptist Church Campus Map (Staging Location)

