

2023 APS ELECTRIC LIGHT PARADE ENTRY PARTICIPATION INFORMATION



CONTENTS

APS ELECTRIC LIGHT PARADE.....	3
PARADE THEME	3
PARADE COORDINATION	3
REGISTRATION INFORMATION.....	3
ENTRY CATEGORIES.....	4
MARCHING BAND ENTRY	4
PERFORMANCE GROUP ENTRY	4
COMMUNITY ENTRY	5
NON-PROFIT ORGANIZATION ENTRY	5
COMMERCIAL ENTRY	5
GOVERNMENT ENTRY	5
ENTRY RESTRICTION.....	5
REGISTRATION CODE AND FEE.....	6
ENTRY DETAIL & COMMENTARY FORM	6
SOCIAL MEDIA.....	7
SHARE YOUR EXPERIENCE	7
PARADE ROUTE	7
KNOW BEFORE YOU GO – PARADE ATTENDEE TIPS.....	8
VENDING.....	8
PICTURES AND VIDEO	8
IMPORTANT DATES AND DEADLINES.....	9
CONTACT INFORMATION	10
DISCLAIMERS	10
ATTACHMENTS.....	11

APS 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 connects friends, neighbors into a community; it improves the quality of life for residents, brings all people together; inspires a positive image of the city with a shared pride in their community; brings vitality to the community; and promotes economic impact and tourism. The 2023 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 2, 2023 at 7 pm.

PARADE THEME

The 2023 APS Electric Light Parade theme is **"IT'S ELECTRIC"**.

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 amazing title sponsor Arizona Public Service (APS) as well as North Phoenix Baptist Church, our parade staging site host and ABC15 our TV Broadcast sponsor. 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/elp>

REGISTRATION INFORMATION

Registration opens on September 5, 2023 at 8:00 am and all entry registrations must be completed before 10:00 pm on, October 17, 2023. 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) depending if you register online or in person. All those considering registration for the APS Electric Light Parade should review the entry category list below, 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, 2023; there are no refunds after November 10, 2023.

ENTRY CATEGORIES

Interested in registering for the APS Electric Light Parade? Review the entry category descriptions listed below to determine which one of the seven categories your entry fits and go to the event website to find a link to registration (www.phoenix.gov/parks/elp). If you are unsure which category your entry qualifies, 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 for 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, handheld 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 125 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 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.). A Performance entry cannot have more than 50 participants. *There is a prize awarded for the top entry in this category.*

Community Entry

Community entries can be 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. A Community entry cannot have more than 50 participants. *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. A Non-Profit entry cannot have more than 50 participants. *There is a prize awarded for the top two entries in this category.*

Commercial Entry

Commercial entries are broken into 2 categories: either large or small businesses each with its own entry fee. 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. A Commercial entry cannot have more than 60 participants.

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. A Government entry cannot have more than 50 participants.

Entry Restriction

Due to existing parade agreements and contracts with our media partners, we are unable to allow other media agencies to register for the parade. If you are unsure of your status, please contact the Parade Coordinator through the event email address (elp@phoenix.gov).

**There are a number of holiday events around the Phoenix area 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.*

REGISTRATION CODE AND FEE

Entry Category	Registration Code	Fee
Marching Band Entry	47269	No charge
Community Entry	47267	\$75
Non-Profit Entry	47270	\$100
Performance Entry	47271	\$100
Government Entry	47268	\$100
Commercial Entry - Small – Up to 24 employees	47266	\$300
Commercial Entry - Large - 25 or more employees	47265	\$400

*****There are a limited number of entry spots available in each category and many will fill before registration ends so register early.***

ENTRY DETAIL & COMMENTARY FORM

After registering, each entry will receive an email with a parade entry form 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 televised version (not a live broadcast). There is not a lot of text so your commentary should be a brief narrative – Use 2-3 dot points of approximately 50-90 characters. Remember, to maintain the spirit of the event, the script should be fun to hear! Event producers and our broadcast partners 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 Monday, October 31, 2023. Late forms will negatively affect entry position.

Commentary Samples

1. What would Lights! Camera! Magic! be without a little Hollywood thrown in?
2. Happy Dance Family brings you “Hollywood Christmas” with high energy dancing, stepping and chanting to Christmas music.
3. Happy Dance Family took home the award for best performance group in 2020.

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) (@PhoenixParks)
- Instagram: [@phxparks](https://www.instagram.com/phxparks) (@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.

SHARE YOUR EXPERIENCE

For over 35 years, the APS Electric Light Parade has become a holiday tradition for Phoenix families. Please help us compile an event history by sharing pictures, videos or stories from the event, of entries you've been a part of, special memorable moments you have while attending or from being a part of the parade, and more. Please send your memories to elp@phoenix.gov. Please note, by submitting, the Phoenix Parks and Recreation Department reserves the right to utilize those images, videos and stories in any way necessary for, but not limited to, event promotion, the web site, for fliers and other printed parade materials, social media, tv broadcast, award applications, etc.

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.

KNOW BEFORE YOU GO – PARADE ATTENDEE TIPS

- Crowds for this event have grown large in recent years and spectators often start arriving hours prior to parade time to reserve a spot. Viewing spots along the parade route are first-come, first-served.
- There is a very large crowd (especially children) so be kind and respectful of other attendees, local homeowners and businesses around the parade route.
- There are many portable restrooms along the route; scope out the location near you before you need to find one.
- It's very dark once the streetlights go off so stay behind the cones on the route and NEVER run out into the parade.
- Parking is available on city streets around the parade route and is on a first-come, first-served basis. Private lots near the parade area often offer parking for a fee
- Utilize mass transit to and from the parade route; consider taking Valley Metro Light Rail to avoid traffic congestion.
- The parade is a rain or shine event. Check the weather forecast.
- Dress for the weather; the temperature really drops once the sun goes down.
- Bring blankets and chairs for seating.
- Spectators should try to minimize and gather any trash and litter generated during the parade to ease post-event cleanup.
- Families make a night of it by bring food, drinks and snacks. Coolers are permitted, but alcohol and glass containers are prohibited.
- Follow the instructions of parade staff, parade monitors and the public safety staff around and along the parade route.
- Respect the parade route; to ensure the safety of parade entries and attendees, remain behind all cones and barricades to ensure a safe route for the entries is maintained down the route.
- We invite parade sponsors, entries and spectators to join us on social media platforms; follow, like share and tag us. Additionally, we would like spectators to share posts with one another using the hashtag: **#PHXLightParade**

VENDING

There is **NO VENDING** authorized or permitted at the event staging site, destaging areas, streets, sidewalks or other event areas December 1 - 2, 2023 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.

IMPORTANT DATES AND DEADLINES

IMPORTANT DATES	DETAILS
September 5 – October 17, 2023	Parade entry open registration period
October 3, 2023 (6-7:30 pm)	<p>First-time entry workshop This is an informational meeting for first time participants and/or those interested in an in-depth look at the entry guidelines, the entry inspection process, as well as some decorating tips and tricks. 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.).</p>
October 31, 2023	Commentary form, proof of vehicle insurance, and special placement consideration request due
November 28, 2023 (6-7:30 pm but doors open for packets at 5 pm)	<p>Entry Meeting 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 and announcements, as well as to pick up parade packets and parking passes. The meeting is held at Steele Indian School Park (Memorial Hall), 300 East Indian School Road.</p>
December 1, 2023	<p>Entry check-in & staging 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.</p>
	<p>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.</p>
	<p>Driver, Marshal & Spotter meeting (5:00 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 in the chapel at North Phoenix Baptist Church, 5757 N. Central Avenue.</p>
December 2, 2023	<p>Entry check-in & staging (11 am-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.</p>
	<p>Parade Go Time Entries should be lit up and ready to go at 6:40 pm. The staging manager will begin to move entries into formation at 6:50 pm. APS Electric Light Parade begins PROMPTLY at 7 pm.</p>

CONTACT INFORMATION

Event Email: ELP@phoenix.gov

Parade Lead: Bob Berlin / bob.berlin@phoenix.gov

Entry Liaison: Dallon Bartleman / Dallon.bartleman@phoenix.gov

Destaging Lead: Paul Mangan / paul.mangan@phoenix.gov

Northeast Division Office: 602-262-6696

DISCLAIMERS

For Parks and Recreation:

This publication can be provided in an alternate format upon request. Call 602-262-6862 (voice) or 602-262-6713 (TTY). 602-534-3787 (FAX).

E-mail: receptionist.PKS@phoenix.gov

Non-Discrimination Notice:

The City of Phoenix prohibits discrimination on the basis of race, ethnicity, national origin, sex, religion, age, sexual orientation, or disability in its services, programs and activities. Anyone who believes he or she has been discriminated against may file a complaint with the City of Phoenix Equal Opportunity Department.

