

# **2010 Honolulu LGBT Pride Parade Information and Rules**

## **General Information**

### **Parade Committee**

The Honolulu LGBT Pride Parade committee is made up of representatives from Hawai'i's LGBT community and its supporters. Membership is open to everyone that is seeking to make the Honolulu LGBT Pride Parade bigger and better than last year's parade. Honolulu LGBT Pride Parade meetings are open to everyone. Though to be a voting member for Grand Marshal and theme selection a member is required to attend at least three meetings prior to the end February 2010.

### **The Theme**

The Parade Committee is actively seeking suggestions for the theme of the 20<sup>th</sup> Anniversary of the Honolulu LGBT Pride Parade. Please submit all suggestions to the Parade Committee via e-mail at [honoluluprideparade@gmail.com](mailto:honoluluprideparade@gmail.com) - Deadline for submissions is February 15, 2010. The theme will be announced by March 15, 2010.

### **Grand Marshals**

Honolulu LGBT Pride Parade Grand Marshals are the public emissaries of the Pride Parade. They represent individuals and an organization that has made significant contributions to the LGBT community. With the help of community input, the Parade Committee selects these individuals and group as Grand Marshals in order to honor the work they have put into furthering the causes of LGBT peoples.

Honolulu LGBT Pride Parade recognizes community leaders in the following categories: Individual Community Grand Marshals, Organizational Grand Marshal, and Celebrity Grand Marshal.

This year we are adding one more category and that is the Pink Coconut Recipient. This is for a person or organization that has gone out of their way to fight against equality for the LGBT community.

Nomination forms can be downloaded at: [www.honoluluprideparade.org](http://www.honoluluprideparade.org)  
Grand Marshals will be announced by May 15, 2010.

### **Parade Route**

Subject to finally permitting by the City and County of Honolulu, the Parade will begin at the entrance to Magic Island at Atkinson and Ala Moana Blvd – heading east along the makai side of Ala Moana till reaching Kalakaua Ave then heading east on Kalakaua Ave through Waikiki and then bearing left on to Monsearate Ave and ending at Kapiolani Park near the bandstand. The Parade Route is about 2.1 miles. The Parade will kickoff promptly at 9:00 a.m.

## Parade Application Fees

Applications received with payment by January 31, 2010

Non Profit Marching Units:	\$36
For Profit Marching Unit:	\$72
Non Profit Vehicle Units:	\$72
For Profit Vehicle Unit:	\$112.50
Additional Vehicles:	\$18 per vehicle (Non and For Profit)

Applications received with payment between February 1 and May 28, 2010

Non Profit Marching Units:	\$40
For Profit Marching Unit:	\$80
Non Profit Vehicle Units:	\$80
For Profit Vehicle Unit:	\$125
Additional Vehicles:	\$20 per vehicle (Non and For Profit)

Applications received with payment between May 29 and June 19, 2010

Non Profit Marching Units:	\$50
For Profit Marching Unit:	\$95
Non Profit Vehicle Units:	\$90
For Profit Vehicle Unit:	\$140
Additional Vehicles:	\$25 per vehicle (Non and For Profit)

Non-profit means a group that has 501 (c) 3 status, a group formed under HRS Chapter 415B or HRS 467B and all social groups. Any up-grades to the application after being submitted are subject to the fee level when the up-grade is made. (i.e. you are a non-profit Marching Unit that took advantage of the early registration fee of \$36 and upgrade to a Vehicle unit after the early registration period you will be billed \$40.00 for the upgrade.)

## **2010 Honolulu LGBT Pride Parade Sponsorship Levels**

All sponsorship monies raised will be used to offset the cost of the Honolulu LGBT Pride Parade and try to ensure that all LGBT organizations that do not have the funds can participate in the Pride Parade. The different levels are named after local and national LGBT activists who are no longer with us.

### **Harvey Milk Level - \$1,200**

Logo placed on Pride Parade Website and Facebook page with link to your website  
Entry into the Pride Parade with up to 3 Vehicles to be used by your organization, group or company – they are non-transferable without the permission of the Parade Committee  
2 – Non-profit vehicle or marching entries in the Parade to be given to any LGBT or LGBT supportive organization of your choice  
Prime placement in the Pride Parade or anywhere but the first four units  
Prominent logo placement on all Pride Parade advertisements  
Banner hung at Family Day Pride Picnic – no bigger than 10' x 4'

### **Susan B. Anthony Level - \$800**

Logo placed on the Pride Parade Website and Facebook page with link to your website  
Entry into the Pride Parade with up to 2 Vehicles to be used by your organization, group or company – they are non-transferable without the permission of the Parade Committee  
1 – Non-profit vehicle or marching entry in the Parade to be given to any LGBT or LGBT supportive organization of your choice  
Prime placement in the Pride Parade or anywhere but the first four units and after all Harvey Level sponsors have been placed  
Logo placed on all Pride Parade advertisements  
Banner hung at Family Day Pride Picnic – no bigger than 5' x 3'

### **Martin Rice Level - \$400**

Listing on the Pride Parade Website and Facebook page with link to your website  
Entry into the Pride Parade with up to 1 Vehicle to be used by your organization, group or company – they are non-transferable without the permission of the Parade Committee  
1 – Non-profit vehicle or marching entry in the Parade to be given to any LGBT or LGBT supportive organization of your choice  
Prime placement in the Pride Parade or anywhere but the first four units and after all Harvey and Susan Levels have been placed  
Listed on all Pride Parade advertisements  
Signage at the Family Day Pride Picnic

The first four units are Dykes on Bikes, Honolulu LGBT Pride Parade banner w/ Pride Color Guard, Royal Hawaiian Band (request is pending) and PFLAG-Oahu

# **GUIDELINES FOR CONTINGENT PARTICIPATION**

## **Third-Party Sponsorship**

Your contingent cannot be sponsored by or display logos or trademarks from, third party businesses or organizations without the express written permission of the Honolulu LGBT Pride Parade Committee. Such permission, if granted, may include additional fees and conditions. Please contact the Honolulu LGBT Parade Committee for information.

## **Sharing of Parade Entries**

Sharing of Pride Parade entries is strictly prohibited. Should your group need to share a vehicle (i.e. a trolley or flat bed) please be aware that all groups need an application on file. One group will need to pay the Vehicle Unit fee and the other(s) will need to pay the Marching Unit fee(s).

## **Participation of Elected Officials and Candidates**

Honolulu LGBT Pride Parade has a long history (celebrating 20 years this year) of empowering the LGBT Community and providing a visible venue for freedom of expression. This tradition is and has always been subject to the regulations that we must abide by in relation to political activity in order to preserve the 501(c) 3 charitable status of the parade organizer PFLAG-Oahu. An important distinction is that an incumbent may participate in the Parade in their capacity as an office holder. Anyone may participate in a personal capacity as long as they do not campaign for elective office.

When filling out the application you cannot for example fill out the form phrased "Kimo for Representative," however, "Representative Kimo," or "Kimo Community Activist" would be allowable. Please keep in mind that signage displayed on the Parade route such as, "Re-elect Kimo for Representative" is not possible either. Office holders can take part in the Parade representing their office and must refrain from campaigning.

## **Animal Units**

"Animals" here refers to horses and other large animals, not cats, dogs, or other household pets. Those planning to have animals within their contingent must make prior arrangements with the Parade Committee and the City and County of Honolulu. In accordance with city ordinances you are responsible for cleaning up after your animals (large and small) in assembly and along the Parade Route. The City may impose a clean-up fee for animal units.

All questions regarding the information contained here need to be directed to the Honolulu LBGT Pride Parade Committee at [honoluluprideparade@gmail.com](mailto:honoluluprideparade@gmail.com), (808) 672-9050 or via fax at (808) 672-6347.