

Dear Applicant:

Thank you for your interest in Santa Fest 2010 featuring, Tampa's Downtown Holiday Parade and Tampa's Downtown on Ice. The event is scheduled for Saturday, December 4, 2010 from 10 a.m. – 4 p.m.

Please read the information in the attached package carefully, and thoroughly fill out all information pertaining to your entry. You must submit a complete application. Incomplete applications will not be considered.

PLEASE NOTE: If you are not the 2010 parade chairperson, please give this packet to the appropriate representative within your organization. It contains time sensitive information – late applications will not be accepted for ANY reason.

A complete application for Tampa's Downtown Holiday Parade includes:

- | | |
|--|--|
| ✓ Parade Entry Form | ✓ Parade Entry Form |
| ✓ Signed Liability Release | ✓ Signed Publicity Release |
| ✓ Certificate(s) of Insurance | ✓ Safety Compliance "Throw" Letters (2) |
| ✓ Proof of Auto Insurance
(if applicable) | ✓ Application/Entry Fee – check or credit card |
| | ✓ Media Description with Photo of Unit |

Complete Parade Applications must be posted marked no later than November 5, 2010. Applications with a postmark after the stated date will not be considered due to limited space. Applications/registrations may NOT be submitted via fax and/or email.

You will receive confirmation of your unit's Parade application via email. Please allow up to 10 business days for email confirmation. Once applications have been reviewed by the parade committee, you will receive an email of standing in late November. This email will inform your unit of whether you've been chosen to participate in the parade, and – if you have been accepted – a parade packet will be sent to you in late November and will include all information you will need for the event (unit number, map, passes, etc.) Reminder: Applications will be judged on entertainment value and only the highest rated applications will be chosen to participate each year.

PLEASE NOTE: By submitting an application, your unit agrees to uphold any and all event sponsor exclusivity rights. Units that violate our event sponsor agreements will not be allowed to participate regardless of prior acceptance.

If you have any questions, please contact EventFest, Inc. at (813) 251-3378. We look forward to receiving your Tampa's Downtown Holiday Parade Application.

Thank you,

EventFest, Inc.

phone 813.251.FEST⁽³³⁷⁸⁾
fax 813.251.3376
ticket line 813.251.8844



TAMPA'S DOWNTOWN HOLIDAY PARADE SATURDAY, DECEMBER 4, 2010 OFFICIAL PARADE APPLICATION

RETURN APPLICATIONS TO: Attn: Tampa's Downtown Holiday Parade
 1200 W. Cass Street, Suite 110
 Tampa, FL 33606

The Tampa's Downtown Holiday Parade is for children of all ages. However, children **under the age of six (6) MUST ride in a vehicle or on a float or be pushed/pulled in a stroller, wagon, etc. by an adult.** The 2010 Tampa's Downtown Holiday Parade is scheduled to begin at **10 a.m.**

Please complete the official entry form below as well as the enclosed release forms. Return all forms, along with all applicable documents, to EventFest postmarked **NO LATER THAN FRIDAY, NOVEMBER 5, 2010.** Your application will be INCOMPLETE without the required Application/Entry Fee, Parade Entry Form, Signed Liability Release, Insurance Certificate(s), Proof of Auto Insurance, Signed Publicity Release, Media Description, Photo of Entry (if possible) and Safety Compliance "Throw" Letters (2). INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED. ***Please Note: Email and/or Fax copies of the application will not be accepted.***

In 2010 there will be an application/entry fee for the Tampa's Downtown Holiday Parade, \$250 for commercial applicants and \$100 for non-profit organizations and/or performing groups (dance studios, performing arts academies, etc.). The Parade Committee has elected to waive the application/entry fee for school marching bands, school performance teams and/or City of Tampa Parks and Recreation Programs in an effort to salute and encourage school and community spirit and unity.

The application/entry fee may be paid by check, made out to Friends of Tampa Recreation, Inc. – a 501(c)(3), or credit card, **a copy (front and back) of the credit card MUST be submitted with the rest of your Tampa's Downtown Holiday Parade application.** Applications without an application/entry fee check or credit card payment will be incomplete and therefore will not be considered.

Any organization who has been denied entry into the 2010 Tampa's Downtown Holiday Parade by the Parade Committee will receive an application/entry fee refund before the event.

If for any reason your unit cannot participate in the Tampa's Downtown Holiday Parade and would like to request a refund, you must do so by November 26, 2010. No refunds will be issued after November 26, 2010 under any circumstances.

You will receive confirmation of your unit's Parade application via email. Please allow up to 10 business days for email confirmation. Once applications have been reviewed by the parade committee, you will receive an email of standing in late November. This email will inform your unit of whether you've been chosen to participate in the parade, and – if you have been accepted – a parade packet will be sent to you in late November and will include all information you will need for the event (unit number, map, passes, etc.)
Reminder: Applications will be judged on **entertainment value** and only the highest rated applications will be chosen to participate each year.

CONTACT INFORMATION:

Name of Unit: _____

Mailing Address: _____ City:

_____ State: _____ ZIP: _____

Primary Contact: _____

Daytime Phone: (____) _____ - _____ Fax Number :(____) _____ - _____

Cell Phone: (____) _____ - _____ E-mail: _____

For Official Use:

Date Rec'd: _____ Complete: Y / N Explain: _____

Accepted: Y / N Explain: _____ Official Unit #: _____

Notes: _____



2010 RULES & REGULATIONS / SAFETY OFFICER:

Each entry is required to name a Safety Officer on this application. The Safety Officer will be required to be at their unit in staging one (1) hour ahead of the start of the parade and remain with their unit until the last person has disembarked their vehicle/float in disbanding, and all participants are reunited with their transportation home. The Safety Officer must also wear a LIME-GREEN mesh safety vest at all times during the **Event**. The Safety Officer's responsibility is to uphold the rules and regulations of the **Event**, and ensure compliance by their organization. The Safety Officer will be responsible for the following:

- 1) Ensuring the safety of their unit and participants, including providing four (4) orange vested Procession Safety Monitors, per city ordinance, for each and every wheeled or motorized vehicle. Safety Officer shall report any emergencies to uniformed City of Tampa Police and to their Parade Marshal/Block Captain.
- 2) Reporting any and all incidents to an **Event** Parade Marshal/Block Captain before leaving the **Event** site. Safety Officer is required to sign any and all incident reports involving their unit(s) or their participants before leaving the **Event** site.
- 3) Complying with the direction of the Parade Marshal/Block Captain, including maintaining the pace of the parade.
- 4) Understanding that the Parade by its nature is an **ENTERTAINMENT MEDIUM** and, therefore, the contribution of each unit to this concept is critical. Entries are approved by the Parade Committee based on "show value" to the overall Parade. The **Event** is **NOT A PLATFORM FOR POLITICAL, RELIGIOUS OR SOCIAL ISSUES**, and no unit will be permitted to participate in the Parade if, in the judgment of the Parade Committee, it reflects such issues.
- 5) Upholding the **Event** policy which **PROHIBITS ANY SPONSOR OR CORPORATE IDENTITY ASSOCIATED WITH INDIVIDUAL PARADE UNITS** without seeking permission in advance, in writing from EventFest, Inc. If unit is granted permission from EventFest, sponsor or corporate identity cannot exceed 18 inches in height due to FCC regulations.
- 6) Communicating the **NEW WEATHER CONTINGENCY/EMERGENCY PLAN** to each and every parade participant in their unit prior to **Event** day, so we can communicate this important new emergency procedure to not only each and every parade participant, but also to their corresponding transportation home from the **Event**. The new emergency plan states:

"If we experience an emergency that would necessitate the emergency cancellation of the parade, **ALL VEHICLES/FLOATS/UNITS WILL REMAIN AT THEIR POSITION IN THE STAGING AREA** - at the same location where they were dropped off. (Reference unit's position in staging on parade staging maps which are included in the Acceptance Parade Packet mailed out in November.) **ALL PARADE PARTICIPANTS MUST BE PICKED UP FROM STAGING**, where they were dropped off."
- 7) Managing and communicating with their unit's participants prior to the **Event** and throughout the **Event** day.
- 8) Educating and monitoring the safe distribution of their unit's beads or other giveaways (hand out to spectators OR underhand toss ONLY).
- 9) In an ongoing effort to provide the safest event for our participants and our attendees, we have included language that affects the type of beads/throws distributed at the Tampa's Downtown Holiday Parade and Santa Fest. This language addresses the lead and phthalate content of items imported to the United States after February 2009, especially items designed for sale to children under twelve years of age. Phthalates are chemicals that are used in the production of soft plastics, and federal regulations prohibit the use of phthalates in products designed and manufactured for young children – especially when items might be placed in a child's mouth.

Most "throw" beads are manufactured from recycled plastics – and depending on what plastics are used in a particular recycling "batch", these recycled beads may or may not contain phthalates. The only way to ensure your "throw" beads are phthalate-free is to purchase Grade "A" and/or phthalate-free "throw" beads. (NOTE: Grade "A" plastic is not made from recycled material.)

Since Tampa's Downtown Holiday Parade / Santa Fest has many young children that participate and attend the parade and event, our Tampa's Downtown Holiday Parade Application Rules and Regulations include the requirement that in addition to throws being lead-free, that throws also be Grade "A" and/or phthalate-free as defined in the Consumer Product Safety Improvement Act.

Your 2010 Tampa's Downtown Holiday Parade Application will require applicants to submit two (2) Safety Compliance "Throw"* Letters. The first letter must be from the applicant organization on (original) letterhead, and the second from the company where the applicant organization purchased their "throws". Applicants and their "throw" vendor will be required to

submit a letter to include language addressing their compliance with the Consumer Product Safety Improvement Act, which addresses lead and phthalate content of products imported to the United States beginning February 2009.

Acceptable sample language would include:

“All of our Organization’s/Unit’s Beads and/or Throws that will be distributed at the 2010 Tampa’s Downtown Holiday Parade meet or exceed current federal, state and local standards and are compliant with the Consumer Product Safety Improvement Act. We are aware and acknowledge the lead-free and phthalate-free stipulations contained in the Consumer Product Safety Improvement Act, effective February 2009 and have explained the new criteria to all members of our Organization / Unit that will participate in the 2010 Tampa’s Downtown Holiday Parade.”

* “Throws” encompass any item in possession of applicant or that will be distributed to Parade participants/event guests by the applicant at the event (i.e. beads, toys, coins, etc).

- 10) Ensuring their unit upholds the **Event** policy which **PROHIBITS ALL PAPER MATERIALS (I.E. FLYERS, BOOKLETS, PAMPHLETS, BROCHURES, ETC.) FROM BEING DISTRIBUTED ALONG THE PARADE ROUTE.**
- 11) Ensuring their unit upholds and honors the **Event** policy which **BANS THE POSSESSION OF AND/OR CONSUMPTION OF ALCOHOL** at Tampa’s Downtown Holiday Parade featuring Santa Fest. Any unit found in violation of this policy may be suspended from participating in Tampa’s Downtown Holiday Parade for up to three (3) years.
- 12) Ensuring their unit upholds the **Event** policy which **PROHIBITS THE USE OR POSSESSION OF GLASS, STYROFOAM AND/OR CONFETTI** within the **Event** site.
- 13) Ensuring their unit upholds the **Event** policy which **PROHIBITS PROFANE OR INAPPROPRIATE MUSIC** at the **Event**. All music must be appropriate for children of all ages.
- 14) Ensuring, along with their unit’s Safety Monitors, participants do not exit or board their float or vehicle while it is in motion, for the duration of the parade. (may load/unload in the staging/disbanding areas only, and only when vehicle is stationary)

I recognize that the Event, at its sole discretion, retains the right to remove my entire unit and/or specific unit participants from the parade line up at any time. I understand reasons for termination could include failure to comply with the rules and regulations of the Event as stated above, including unapproved unit sponsors, or failure to use appropriate judgment at this alcohol-free, child-centered community event.

Safety Officer Name: _____

Safety Officer Unit Name: _____

Safety Officer’s Cell Phone Number: _____

Safety Officer Signature: _____

TYPE OF UNIT:

(PLEASE CHECK AS MANY BOXES AS ARE APPLICABLE TO YOUR GROUP)



PROFESSIONAL FLOAT

Number of Safety Monitors (minimum of 4): _____

Number of Participants: Children: _____ Adults: _____

Dimensions: Length (including tow vehicle*): _____ Width: _____ Height: _____

(Entry cannot exceed and is restricted to a maximum of 13'6" in height and 13' in width)

Music: Yes No Beads /Giveaways: Yes No

Tow vehicle information:

Tow Vehicle* provided by: _____

Tag Number of Vehicle: _____

Auto Insurance Co. _____

Policy Number _____

Policy Expiration Date _____

(Please send a copy of the auto insurance card or certificate of insurance, if applicable.)

*** Due to sponsorship commitments, a particular company or brand of tow vehicle may be required. (i.e. Chevrolet)**

NOTE: Certificate of Insurance MUST be submitted with application by November 5, 2010. Policy MUST name the City of Tampa, EventFest, Inc., Friends of Tampa Recreation and any and all "Title" and "Presenting" level sponsors as additional insureds. Sponsors for the 2010 event are subject to change and may need to be added to the list of additional insureds.

NOTE: Each Parade unit MUST provide a minimum of four (4) orange vested Safety Monitors for every vehicle and/or float they have in the parade. (Example: A truck pulling a float is one entity and four (4) Safety Monitors are required. If your unit has 2 floats, each pulled by one (1) truck, then your unit must provide eight (8) Safety Monitors.) The Safety Monitors will be stationed at the corners (front right and left of vehicle and back right and left of float) of any vehicle and/or float used in the parade at all times while the vehicle(s)/floats(s) are moving. Your unit MUST provide each Safety Monitor with an orange safety vest and a loud whistle. The role of the Safety Monitor is to ensure the safety of their unit's movement in the parade, monitoring safe spacing between parade unit's vehicles and marchers and to make sure the driver is aware of any emergency requiring him/her to stop immediately. ANY VEHICLE AND/OR FLOAT THAT DOES NOT HAVE THE REQUISITE NUMBER OF SAFETY MONITORS MAY BE PULLED OUT OF THE PROCESSION LINE UNTIL THE SAFETY MONITOR REQUIREMENT CAN BE MET.

NOTE: Safety Monitors and Vehicle/Unit Drivers are strictly prohibited from using, possessing, and/or consuming alcohol. Safety Monitors and Vehicle/Unit Drivers are prohibited from throwing and/or handing out any items to spectators along the parade route. (Vehicle/Unit Drivers include but are not limited to those responsible for operating the following wheeled or moving modes of transportation: cars, trucks or other vehicles; floats; horses and/or team of horses; helium balloon handlers; etc.)

NON-PROFESSIONAL FLOAT

Number of Safety Monitors (minimum of 4): _____

Number of Participants: Children: _____ Adults: _____

Dimensions: Length (including tow vehicle*): _____ Width: _____ Height: _____

(Entry cannot exceed and is restricted to a maximum of 13'6" in height and 13' in width)

Music: Yes No Beads /Giveaways: Yes No

Tow vehicle information:

Tow Vehicle* provided by: _____

Tag Number of Vehicle: _____

Auto Insurance Co.: _____

Policy Number: _____

Policy Expiration Date: _____

(Please send a copy of the auto insurance card or certificate of insurance, if applicable.)

*** Due to sponsorship commitments, a particular company or brand of tow vehicle may be required. (i.e. Chevrolet)**

NOTE: Certificate of Insurance MUST be submitted with application by November 5, 2010. Policy MUST name the City of Tampa, EventFest, Inc., Friends of Tampa Recreation and any and all "Title" and "Presenting" level sponsors as additional insureds. Sponsors for the 2010 event are subject to change and may need to be added to the list of additional insureds.

NOTE: Each Parade unit MUST provide a minimum of four (4) orange vested Safety Monitors for every vehicle and/or float they have in the parade. (Example: A truck pulling a float is one entity and four (4) Safety Monitors are required. If your unit has 2 floats, each pulled by one (1) truck, then your unit must provide eight (8) Safety Monitors.) The Safety Monitors will be stationed at the corners (front right and left of vehicle and back right and left of float) of any vehicle and/or float used in the parade at all times while the vehicle(s)/floats(s) are moving. Your unit MUST provide each Safety Monitor with an orange safety vest and a loud whistle. The role of the Safety Monitor is to ensure the safety of their unit's movement in the parade, monitoring safe spacing between parade unit's vehicles and marchers and to make sure the driver is aware of any emergency requiring him/her to stop immediately. ANY VEHICLE AND/OR FLOAT THAT DOES NOT HAVE THE REQUISITE NUMBER OF SAFETY MONITORS MAY BE PULLED OUT OF THE PROCESSION LINE UNTIL THE SAFETY MONITOR REQUIREMENT CAN BE MET.

NOTE: Safety Monitors and Vehicle/Unit Drivers are strictly prohibited from using, possessing, and/or consuming alcohol. Safety Monitors and Vehicle/Unit Drivers are prohibited from throwing and/or handing out any items to spectators along the parade route. (Vehicle/Unit Drivers include but are not limited to those responsible for operating the following wheeled or moving modes of transportation: cars, trucks or other vehicles; floats; horses and/or team of horses; helium balloon handlers; etc.)



MARCHING / DANCE / WALKING UNIT (SELECT ONE)

Number of Participants **(MINIMUM OF 10 / MAXIMUM OF 75):**

Number of Participants: Children: _____ Adults: _____

Number of Safety Monitors (minimum of 4): _____

Dimensions: Length (including tow vehicle*, if applicable): _____ Width: _____ Height: _____

(Entry cannot exceed and is restricted to a maximum of 13'6" in height and 13' in width)

Music: Yes No

Beads /Giveaways: Yes No

Using a Vehicle: Yes No

Tow vehicle information:

Tow Vehicle* provided by: _____

Tag Number of Vehicle: _____

Auto Insurance Co.: _____

Policy Number: _____

Policy Expiration Date: _____

(Please send a copy of the auto insurance card or certificate of insurance, if applicable.)

*** Due to sponsorship commitments, a particular company or brand of tow vehicle may be required. (i.e. Chevrolet)**

NOTE: Certificate of Insurance MUST be submitted with application by November 5, 2010. Policy MUST name the City of Tampa, EventFest, Inc., Friends of Tampa Recreation and any and all "Title" and "Presenting" level sponsors as additional insureds. Sponsors for the 2010 event are subject to change and may need to be added to the list of additional insureds.

NOTE: Each Parade unit MUST provide a minimum of four (4) orange vested Safety Monitors for every vehicle and/or float they have in the parade. (Example: A truck pulling a float is one entity and four (4) Safety Monitors are required. If your unit has 2 floats, each pulled by one (1) truck, then your unit must provide eight (8) Safety Monitors.) The Safety Monitors will be stationed at the corners (front right and left of vehicle and back right and left of float) of any vehicle and/or float used in the parade at all times while the vehicle(s)/floats(s) are moving. Your unit MUST provide each Safety Monitor with an orange safety vest and a loud whistle. The role of the Safety Monitor is to ensure the safety of their unit's movement in the parade, monitoring safe spacing between parade unit's vehicles and marchers and to make sure the driver is aware of any emergency requiring him/her to stop immediately. ANY VEHICLE AND/OR FLOAT THAT DOES NOT HAVE THE REQUISITE NUMBER OF SAFETY MONITORS MAY BE PULLED OUT OF THE PROCESSION LINE UNTIL THE SAFETY MONITOR REQUIREMENT CAN BE MET.

NOTE: Safety Monitors and Vehicle/Unit Drivers are strictly prohibited from using, possessing, and/or consuming alcohol. Safety Monitors and Vehicle/Unit Drivers are prohibited from throwing and/or handing out any items to spectators along the parade route. (Vehicle/Unit Drivers include but are not limited to those responsible for operating the following wheeled or moving modes of transportation: cars, trucks or other vehicles; floats; horses and/or team of horses; helium balloon handlers; etc.)



CELEBRITIES / CHARACTERS

Number of Participants: Children: _____ Adults: _____

Number of Safety Monitors (minimum of 4): _____

Dimensions: Length (including tow vehicle*, if applicable): _____ Width: _____ Height: _____

(Entry cannot exceed and is restricted to a maximum of 13'6" in height and 13' in width)

Music: Yes No

Beads /Giveaways: Yes No

Using a Vehicle: Yes No

Tow vehicle information:

Tow Vehicle* provided by: _____

Tag Number of Vehicle: _____

Auto Insurance Co.: _____

Policy Number: _____

Policy Expiration Date: _____

(Please send a copy of the auto insurance card or certificate of insurance, if applicable.)

*** Due to sponsorship commitments, a particular company or brand of tow vehicle may be required. (i.e. Chevrolet)**

NOTE: Certificate of Insurance MUST be submitted with application by November 5, 2010. Policy MUST name the City of Tampa, EventFest, Inc., Friends of Tampa Recreation and any and all "Title" and "Presenting" level sponsors as additional insureds. Sponsors for the 2010 event are subject to change and may need to be added to the list of additional insureds.

NOTE: Each Parade unit MUST provide a minimum of four (4) orange vested Safety Monitors for every vehicle and/or float they have in the parade. (Example: A truck pulling a float is one entity and four (4) Safety Monitors are required. If your unit has 2 floats, each pulled by one (1) truck, then your unit must provide eight (8) Safety Monitors.) The Safety Monitors will be stationed at the corners (front right and left of vehicle and back right and left of float) of any vehicle and/or float used in the parade at all times while the vehicle(s)/floats(s) are moving. Your unit MUST provide each Safety Monitor with an orange safety vest and a loud whistle. The role of the Safety Monitor is to ensure the safety of their unit's movement in the parade, monitoring safe spacing between parade unit's vehicles and marchers and to make sure the driver is aware of any emergency requiring him/her to stop immediately. ANY VEHICLE AND/OR FLOAT THAT DOES NOT HAVE THE REQUISITE NUMBER OF SAFETY MONITORS MAY BE PULLED OUT OF THE PROCESSION LINE UNTIL THE SAFETY MONITOR REQUIREMENT CAN BE MET.

NOTE: Safety Monitors and Vehicle/Unit Drivers are strictly prohibited from using, possessing, and/or consuming alcohol. Safety Monitors and Vehicle/Unit Drivers are prohibited from throwing and/or handing out any items to spectators along the parade route. (Vehicle/Unit Drivers include but are not limited to those responsible for operating the following wheeled or moving modes of transportation: cars, trucks or other vehicles; floats; horses and/or team of horses; helium balloon handlers; etc.)



HELIUM BALLOON

Number of Participants: Children: _____ Adults: _____

Number of Safety Monitors (minimum of 4): _____

Dimensions: Length (including tow vehicle*, if applicable): _____ Width: _____ Height: _____

(Entry cannot exceed and is restricted to a maximum of 13'6" in height and 13' in width)

Music: Yes No

Beads /Giveaways: Yes No

Using a Vehicle: Yes No

Tow vehicle information:

Tow Vehicle* provided by: _____

Tag Number of Vehicle: _____

Auto Insurance Co.: _____

Policy Number: _____

Policy Expiration Date: _____

(Please send a copy of the auto insurance card or certificate of insurance, if applicable.)

*** Due to sponsorship commitments, a particular company or brand of tow vehicle may be required. (i.e. Chevrolet)**

NOTE: Certificate of Insurance MUST be submitted with application by November 5, 2010. Policy MUST name the City of Tampa, EventFest, Inc., Friends of Tampa Recreation and any and all "Title" and "Presenting" level sponsors as additional insureds. Sponsors for the 2010 event are subject to change and may need to be added to the list of additional insureds.

NOTE: Each Parade unit MUST provide a minimum of four (4) orange vested Safety Monitors for every vehicle and/or float they have in the parade. (Example: A truck pulling a float is one entity and four (4) Safety Monitors are required. If your unit has 2 floats, each pulled by one (1) truck, then your unit must provide eight (8) Safety Monitors.) The Safety Monitors will be stationed at the corners (front right and left of vehicle and back right and left of float) of any vehicle and/or float used in the parade at all times while the vehicle(s)/floats(s) are moving. Your unit MUST provide each Safety Monitor with an orange safety vest and a loud whistle. The role of the Safety Monitor is to ensure the safety of their unit's movement in the parade, monitoring safe spacing between parade unit's vehicles and marchers and to make sure the driver is aware of any emergency requiring him/her to stop immediately. ANY VEHICLE AND/OR FLOAT THAT DOES NOT HAVE THE REQUISITE NUMBER OF SAFETY MONITORS MAY BE PULLED OUT OF THE PROCESSION LINE UNTIL THE SAFETY MONITOR REQUIREMENT CAN BE MET.

NOTE: Safety Monitors and Vehicle/Unit Drivers are strictly prohibited from using, possessing, and/or consuming alcohol. Safety Monitors and Vehicle/Unit Drivers are prohibited from throwing and/or handing out any items to spectators along the parade route. (Vehicle/Unit Drivers include but are not limited to those responsible for operating the following wheeled or moving modes of transportation: cars, trucks or other vehicles; floats; horses and/or team of horses; helium balloon handlers; etc.)

Release, Assumption of Risk, Covenant Not to Sue, and Hold Harmless

Santa Fest Including Tampa's Downtown Holiday Parade

In consideration of the opportunity to participate in Santa Fest and Tampa's Downtown Holiday Parade on December 4, 2010, I, _____, an authorized representative of _____ do agree as follows:

A. Definitions:

1. The "Agreement" shall refer to this Release, Assumption of Risk, & Covenant Not to Sue and Hold Harmless.
2. "Released Party" shall refer to City of Tampa, EventFest, Inc., Friends of Tampa Recreation and **Event** Sponsors, and include each Released Party's past, present and future members, owners, employees, officers, directors, principals, parents, subsidiaries, affiliates, associated corporations, agents, partners, representatives, predecessors, heirs, legal, representatives, successors and assigns.
3. "My Organization" shall refer to (insert name of group) and include its past, present, and future members, their guests, owners, employees, officers, directors, principals, parents, subsidiaries, affiliates, associated corporations, agents, partners, representatives, predecessors, heirs, legal representatives, successors and assigns.
4. The "**Event**" shall refer to My Organization's participation in Santa Fest and Tampa's Downtown Holiday Parade on December 4, 2010, from My Organization's travel to and arrival at the location of the **Event** to its departure from and return home from that location.
5. "Injury" shall refer to personal injury, bodily injury, death, property damage, and any other personal or financial loss sustained by My Organization that in any way results from, or is connected with the **Event**.

B. Acknowledgements:

1. I am at least 18 years of age and otherwise competent to sign this agreement. I am a member of My Organization. I am specifically authorized to sign this Agreement on behalf of My Organization. My Organization is aware of this Agreement and agrees to be bound by its terms and conditions.
2. Participation in a large event, such as Santa Fest, including large parades, such as Tampa's Downtown Holiday Parade, has inherent dangers requiring skill, concentration, and attention by all participants. My Organization understands that no amount of care, caution, instruction or expertise can completely eliminate such dangers.
3. No individual in My Organization is suffering from any illness or physical disability that would affect his or her ability to safely participate in the **Event**.

C. Release, Assumption of Risk, Covenant Not to Sue, and Hold Harmless:

My Organization desires to participate in the **Event**. To do so, it voluntarily agrees to the following rules:

1. My Organization releases, waives, and discharges the Released Party to the full extent allowed by law, from any and all liability, claims, demands, or causes of action for injury, however caused, even if caused by the negligence, in whole or in part and in any form, of the Released Party.
2. My Organization expressly and voluntarily assumes all risk of Injury, to the full extent allowed by law, however caused, even if caused by the negligence, in whole or in part and in any form, of the Released party.
3. My Organization will not sue or make a claim against the Released Party for Injury, and, if it violates this agreement by filing such a suit or making such a claim, My Organization will pay all attorney's fees and costs of the Released Party.
4. My Organization will defend, indemnify, and hold harmless the Released Party from all claims, judgments and costs, including attorney's fees (to the limited extent that the defense and indemnity are not otherwise covered by collectible coverage insurance), in the event that someone suffers personal injury, bodily injury, death, or property damage as a result of My Organization's negligence, gross negligence, or willful misconduct connection with the **Event**.
5. My Organization recognizes that the Parade by its nature is an entertainment medium and, therefore, the contribution of each unit to this concept is critical. The **Event** is not a platform for political, religious or social issues, and no float will be permitted to participate in the Parade if, in the judgment of the Parade Committee, it reflects such issues.
6. My Organization will uphold the **Event** policy which prohibits any sponsor or corporate identity associated with individual parade units without seeking permission in advance, in writing from EventFest, Inc.

D. Termination, Applicable Law, and Severability:

1. My Organization agrees that this Agreement will apply to the **Event** and may only be terminated in writing.
2. My Organization understands that this Agreement is a contract. My Organization agrees that this Agreement shall be governed and construed in accordance with the laws of the State of Florida. All disputes arising under, in connection with, or incident to this Agreement shall be litigated, if at all, in the Thirteenth Judicial Circuit, Hillsborough County, Florida.
3. This Agreement is intended to be as broad and inclusive as is permitted by law. If any part, article, paragraph, sentence, or clause of this Agreement shall be deemed unenforceable, the affected provision shall be curtailed and limited only to the extent necessary to bring it within the requirements of the law, and the remainder of the Agreement shall continue in full force and effect.

I HAVE READ THIS DOCUMENT, I UNDERSTAND IT, AND I ACKNOWLEDGE THAT IT CONSTITUTES A RELEASE OF LIABILITY AND A WAIVER OF MY ORGANIZATION'S LEGAL RIGHTS. MY ORGANIZATION AGREES TO ASSUME ALL RISKS ARISING OUT OF THE **EVENT**, SO THAT IT CAN PARTICIPATE.

Dated: _____

(Signature)

(Title)

(Print Name)

DESCRIPTION OF INSURANCE REQUIREMENTS

2010 Tampa's Downtown Holiday Parade

As an applicant for Tampa's Downtown Holiday Parade, you **MUST** provide a Certificate of Insurance in order for your organization to be eligible for consideration to participate in the **Event**. You may forward this information to your insurance company in reference to your parade entry. If your insurance company will not provide the proper insurance, then your application will be incomplete and you will not be eligible for consideration to participate in the **Event**.

All parade applicants are required to submit a Certificate of Insurance evidencing at least ***\$1,000,000 combined single limit general liability coverage, and auto liability coverage, naming City of Tampa, EventFest, Inc., Friends of Tampa Recreation and any and all "Title" and "Presenting" level sponsors as additional named insureds.*** (Certificate holder only is not acceptable.) This liability coverage shall cover all activities and/or operations of participant and those they contract with in the **Event**.

The Certificate of Insurance shall read as follows:

"City of Tampa, EventFest, Inc., Friends of Tampa Recreation and any and all "Title" and "Presenting" level sponsors are additional insureds in respects to the participation of the named insured, at Santa Fest featuring Tampa's Downtown Holiday Parade on December 4, 2010 in Tampa, Florida."

All insurance certificates **MUST** be received with your completed parade application, postmarked by November 5, 2010. If you do not provide the required insurance coverage, then your application will be incomplete and you will not be eligible for consideration to participate in the **Event**.

IMPORTANT NOTES:

If your insurance policy is up for renewal AFTER the deadline of November 5, 2010, you must send a copy of the current certificate (as proof of insurance) with a letter stating when you expect to receive the new certificate. You must send the new certificate immediately upon renewal.

The certificate your unit submitted last year may still be valid thru 12/04/10. HOWEVER, you still must submit a new certificate referencing the December 4, 2010 Event and additional named insureds as stated above. Otherwise, your application will be INCOMPLETE.

There is always the possibility that a future incoming title/presenting sponsor of Santa Fest featuring Tampa's Downtown Holiday Parade may require parade units to add their company as an additional insured for the 2010 Event. We will notify you as soon as possible via email if such a situation were to arise. In this case, your unit would be required to submit this additional certificate in order to participate regardless of prior acceptance.

Your insurance company can fax the Certificate of Insurance to EventFest at (813) 251-3376. PDF versions can be emailed to insurance@EventFest.com. Please also mail the original certificate to:



Attn: Tampa's Downtown Holiday Parade
1200 W. Cass Street, Suite 110
Tampa, FL 33606

If your insurance company has any questions regarding the above information, please have your insurance representative contact Ashley at EventFest, Inc. at (813) 251-3378.

MEDIA & PUBLICITY

Media Contact: _____

Phone Number: _____

Please include a description of your parade unit. Please be as specific as possible and include unique facts or details about your participation and/or organization. Please also include a photo of your unit if possible.

Please attach this information separately with the header "MEDIA DESCRIPTION". Do not exceed one (1) double-spaced 8.5x11 sheet.

PUBLICITY RELEASE:

I, as an authorized representative of _____ (**Parade Unit**), give EventFest, Inc., as manager and producer of Santa Fest featuring Tampa's Downtown Holiday Parade (**Event**), permission to photograph members of our **Parade Unit**, record voices, reproduce voices and pictures during the **Event**, and use names, voices and pictures in advertising, publicity and promotional activities in all media now existing or hereafter created.

I agree that members of our **Parade Unit** will not be paid, compensated or credited for any such use of their names, voices or pictures for advertising, publicity or promotional activities.

PLEASE INITIAL: YES _____ NO _____

GENERAL PROVISIONS:

I agree that this Release is intended to be as broad as is permitted by the laws of Florida.

I agree that any disputes relating to this Release will be resolved only in a court in Hillsborough County, Florida, and I agree to accept service of process wherever I am, even if outside of the State of Florida. I expressly agree to waive trial by jury in any such court case.

I agree that the laws of the State of Florida will govern this Release.

I CERTIFY THAT I AM AUTHORIZED REPRESENTATIVE OF THE PARADE UNIT AND THAT I HAVE MADE ALL PARENTS AND GUARDIANS OF PARTICIPANTS AWARE OF THE EXECUTION OF THIS RELEASE. I CERTIFY THAT THE RESPONSES TO THE STATEMENTS ABOVE ARE TRUE.

SIGNATURE: _____

PRINTED NAME: _____

RELATIONSHIP TO PARADE UNIT: _____