



Mapleton City

July 24th Parade 2010 Business Promotion Application

<i>Mail Entries to:</i>	<i>Business Licensing Officer 125 West 400 North Mapleton, UT 84664</i>
<i>Make Checks Payable to:</i>	<i>Mapleton City</i>

****Application and fee must be received no later than Thursday, July 15, 2010 at 4pm****
All commercial, nonprofit, or advertising of any kind entries must pay a \$25.00 application fee.

Parade Rules and Procedures

1. The City Council reserves the right to determine which commercial/business applications shall be approved.
2. **Controversial Material** – Material deemed controversial by the City Council will not be allowed in the parade. In the judgement of the City Council the material deemed to be controversial, unlawful, political, or otherwise inconsistent with the standards, theme, quality or purpose of the July 24th Parade.
3. **Vehicles** – All vehicles within the parade must be authorized and recognized through the application process. All authorized vehicles will receive an entry number. NO vehicles without an entry number will be allowed in the parade. All vehicles **MUST** be driven by an individual with a current Utah Driver's License.
4. **Distribution of Literature** – Any/all literature distributed along the parade route must be approved through the application process. Individuals, organizations or businesses not having an entry in the parade are prohibited from distributing literature along the parade route. Any/all literature approved for distribution **MUST** be distributed by Out-Walkers walking along with an approved parade entry. No literature may be thrown, shot or dropped from the parade entry.
5. **Distribution of Candy/Toys/Prizes** – No candy, toys, prizes or any other give away item may be thrown, dropped or shot from the parade entry. These items may be distributed by Out-walkers only.
6. **Sponsor Name** – The name and/or logo of the sponsor may be displayed on the parade entry.
7. **Commercialization** – Sponsors should avoid over-commercialization. Any commercial message should be a minor part of the float presentation. In addition, it should be in good taste, add to the entertainment value of the entry and should not distract from the entry presentation.
8. **Riders** – Riders on a float or in any other parade entry must be dressed appropriately to enhance the theme of the entry and the parade. It is the sponsor's responsibility to ensure the safety of all riders, float operators, and out-walkers associated with the entry.
9. **Out-Walkers** – Out-walkers are any individuals walking along side of the parade entry. Costumed out-walkers are highly encouraged so long as they add to the safety of the parade and enhance the theme of the entry and parade.
10. **Additional Information** – Additional information can be obtained by calling 801-489-5655 or visiting the Mapleton City Website at www.mapleton.org under the 24th of July link.

July 24th Parade 2010 Business Promotion Application Form

Name of Organization _____ Date _____

Primary Contact Person _____ Contact Phone # _____

Address _____ City _____ Zip _____

Alternate Contact Person _____ Contact Phone # _____

Entry Information

Name of Entry _____

Type of Entry _____

Length of Entry (in feet) _____ Number of Out-Walkers _____

Will you be distributing any of the following (check all that apply):

Candy _____ Toys/Give Aways _____ Literature _____ Coupons _____

How many motorized elements will your entry have? (all motorized elements MUST be driven by a licensed driver)

Name and License Number of Driver(s)

Application Fee Amount Paid \$ _____

1. I represent to Mapleton City that I am fully authorized to sign for and bind the name of the organization listed above regarding our Business Sponsorship participation in the 2010 July 24th Parade. On behalf of this organization, I agree that our entry and all persons associated with it shall comply with all rules prescribed by Mapleton City as deemed necessary for the efficient and safe conduct of the parade and related activities. I agree to not engage in any activity that is dangerous or likely to cause harm, injury or damage to the person or property of others.
2. RIGHT OF TERMINATION – I understand that Mapleton City reserves the right to restrict or reject our application without liability, regardless of the cost or inconvenience to our entry. Any staff member or designee of Mapleton City may exercise this right at any point in time, before or during the parade for any reason considered to be inconsistent with the goals, values and objectives of the July 24th Parade.
3. INDEMNIFICATION – As condition of being a participant in the parade, I agree to assume full responsibility for my conduct and the conduct and activities of our entry and to indemnify and hold Mapleton City, its officers, staff and appointees, harmless from any liability, claim, loss or expense (including attorney's fees) caused by or arising from (a) any conduct or negligence by me or any person or part of our entry that causes, harm, damage, or injury to myself or others, (b) any breach or omission of my representations or warranties, (c) any claim by my employee, subcontractor or supplier or (d) any infringement or violation by me of the rights of others.
4. REFUNDS – All application fees will be returned if the application is rejected. If the applicant wishes to withdraw, a full refund is available up to the registration deadline. No refunds are available after the registration deadline.
5. I understand that submitting this application does not automatically guarantee our entry into the parade, and I will be notified in writing of such acceptance.

Name

Date

Signature

Did you remember to:
Fill out the form completely?
Sign the Parade Entry Agreement?
Include the \$25 Application Fee?

If you have any questions please call Lorrie Dibble at the
Mapleton City Offices at
801-489-5655 x 111.