



Annual Martin Luther King Day Parade

Alpha Phi Alpha, Zeta Sigma Lambda Chapter

January 15, 2011 – 10:00 a.m.
Petco Park, East Village Area

Theme: “Living the Dream, Let Freedom Ring”

Rules and Regulations

Please read carefully before designing or building your float.

Approval - No float will be permitted without the prior approval of the float committee and permit by City of San Diego's Fire Marshal.

Sketch or Model - Float sponsor must submit a sketch or model of their intended entry indicating size, theme and animation, including size of signs depicting company or organization advertising. The sketch or model will be returned to the sponsor on request only.

Float Dimensions - MAXIMUM HEIGHT 17', and maximum length for a single unit is 35'. Multiple units may exceed 35'. HIGHWAY CLEARANCE is limited to 13'6". Entry must be at least 8' wide and 16' long to be considered a float. Smaller entries may be accepted as special units if space in line up permits.

Chassis-Body - The most desirable approach is a specially built float chassis with its own motive power. However, the float may be built over a vehicle [low jeep, tractor, etc.] boxed in as a part of a unit, or it may be a four wheel trailer pulled by a vehicle. IF YOU HAVE A VEHICLE PULLING A FLOAT, THAT VEHICLE MUST ALSO BE DECORATED. No high vehicles will be permitted for pulling of floats.

Decoration and Material- All parts of the float must be decorated with good and quality material. Non-complying entries may be excluded.

“Let Freedom Ring” Theme - Floats competing for grand sweepstakes award must depict a liberty bell. If there is a question in this regard, contact the MLK Parade office for direction, (619) 264-0542.

Subject - The low part of the float should be in front with the high part to the rear so the main subject is clearly visible as it approaches the spectators.

Solicitation and Throwing of Materials - solicitation is permitted along the parade route. No candy, balloons or other material are to be thrown from float or any units in the parade.

Walking or Accompanying Float- All entry participants **MUST** remain on the float. For your safety, no participant will be allowed to walk with the float, nor jump on and off of the float. Guides may accompany the float for safety reason with prior approval of the MLK Parade committee.

Acceptance Notice - After receiving your entry form along with a sketch or model, the float committee will review your entry material and notify you by mail if your entry is accepted. The **DEADLINE** for entry is **DECEMBER 21st**. Acceptance letters will be mailed no later than **JANUARY 4th**. There will be no late entries except with parade committee authorization.

Further Information - Approximately one week prior to the Parade, you will receive the following information:

1. The time and location to assemble.
2. Entry/Float designation official identification for all work and participants to enter the assembly area.
3. Map for line up and actual location.
4. Time and location for awards presentation following the Parade.

In the event that the parade is cancelled due to weather, donations will not be returned.

Parade Route - The staging area will be at Tailgate Park (13th and Imperial Ave.). The parade route will be southwest on Park Blvd. to Tony Gwynn Dr./7th Avenue, then northwest and north on 7th Ave. to J Street. East on "J" St. to 11th Ave. South on 11th Ave back to Tailgate Park.

P.O. BOX 50026 SAN DIEGO, CALIFORNIA
92105 (619) 264-0542

The Martin Luther King, Jr. Day Parade is sponsored in cooperation with the City of San Diego Art and Cultural Commission, the County of San Diego, and the San Diego Padres.



Float Judging Rules

Basis for judging floats

- 25% **Workmanship** - neatness and careful detail in the construction with attention to an overall look of quality and beauty.
- 25% **Theme/Design** - originality in depiction and development of the float title and the floats ability to physically portray the title.
- 15% **Animation/Sound** - mechanical and human more appealing float and develop the theme. Greater weight will be given to mechanical animation.
- 15% **Humanity Appeal** - overall ability to create humanistic feelings.
- 10% **Identification** - proper and tasteful identification of float title and the sponsors name. Dominant commercial advertising should be avoided for a maximum score.
- 10% **Audience reaction** - the general appeal of a float during the line of march.

Important Notice – For maximum scoring, be sure to have the float at the assembly area no later than 8:30 a.m. All participants riding on the float, and all animation must be in working order when the float is judged between 9:00 a.m. to 10:30 a.m. to receive maximum score. The float judges perform the principal judging at the assembly area and have a limited time in which to compile their scoring of the floats.

Award Categories

GRAND SWEEPSTAKES TROPHY

Best portrayal of the "Let Freedom Ring" Theme.

COMMERCIAL TROPHY

Best commercial float concentrating on humanity.

OTHER AWARDS

All competition entries will be judged. In addition to the four major awards there are three levels of awards in each of the Classes.