



Marlborough
Massachusetts

2012

61st Labor Day Parade Volunteers in Service



Ed Thurber, Director

Labor Day Parade

9/3/2012



MARLBOROUGH, MA LABOR DAY PARADE



TABLE OF CONTENTS

TABLE OF CONTENTS:	Page 2
INTRODUCTION:	Page 3
ANNOUNCEMENT:	Page 4
MAYOR'S LETTER:	Page 5
RULES AND INFORMATION SHEET:	Page 6
INSTRUCTIONS:	Page 9
APPLICATION (To be completed in full by all entries.):	Page 10
PROCEDURE FOR PARTICIPATION BY POLITICAL CONTINGENTS: ...	Page 12
SPONSORSHIP OPTIONS:	Page 14
CONTRACT:	Page 16

Note from the Parade Director:

My sincere apologies to any active Marlborough Based volunteer service organization that I may have omitted from the logos on the front cover. It was not intentional.

Ed Thurber



MARLBOROUGH, MA LABOR DAY PARADE



INTRODUCTION

In 1952, Mayor, Romeo J. Gadbois founded the first, annual Labor Day Parade as a way to brighten the lives of the Marlborough area communities which were, along with the rest of the nation, rebounding from WWII and then setback by the onset of the Korean War.

The first parade, managed by Louis Ghiloni, the city's first Recreation Director, consisted of about 12 marching units. In the 58 years that followed, the parade has grown to be a New England premier event, consisting of over 150 bands, floats, and other entertaining entries.

Over the years, the management and growth of the parade has been a volunteer effort, most of which attributed to the efforts of George Whapham, who was the Parade Director from 1981 through 2008. The directorship and all the positions of parade day staff remain a volunteer effort.

Funds for the operation of the parade are partially a city line item, but the majority of the cost is covered by private and commercial and corporate donations.

Preparations for the parade start in February and then jump into full gear in April, increasing steadily until Labor Day.

This document contains registration forms, rules for participation, sponsorship information, float guidelines, and instructions for marching units to follow on parade day. It is requested that all participants and potential participants read this document thoroughly and share the pertinent information with all members of their marching group.

The Marlborough Labor Day Parade has a web site, www.marlboroughlabordayparade.org. We request that if you are interested in participating in the parade, that you register using the web site. This facilitates the process and keeps you informed in a proactive manner.



MARLBOROUGH, MA LABOR DAY PARADE



ANNOUNCEMENT

2012 Marlborough Labor Day Parade "Volunteers in Service"

To: All Performing Units and Individuals:

My name is Edward (Ed) Thurber. I am the director of the 61st annual City of Marlborough Labor Day Parade.

This year the parade will start at 12:00 Noon on September 3, 2012. I have chosen the theme **"VOLUNTEERS in SERVICE."** This year's parade is dedicated to all the volunteer men, women, and organizations of Marlborough and the world that dedicate their time, money, energy, and in some cases, their very lives to the well being and safety of all. I am asking that all entries in the parade incorporate this in the theme of their entries and floats.

Performing units and individuals of all types are invited to apply for entry into the parade. Application forms are available in this document and at the office of the City's Recreation Director shown below. It is important that forms be completed fully and legibly and that a biography or media information sheet is included. Please be sure to include an alternate telephone number for use during evening or weekend hours

All applicants will be considered based upon assessment of quality, the nature of performance offered, consistency with parade theme and specific needs, and budgetary limitations. With a well-established reputation for excellence, this parade is one of New England's premier events, attracting large crowds and media attention. It is an annual event and units often return for repeat performances. We appreciate your most favorable performance fee.

Ed Thurber
Parade Director
73 Millham Street
Marlborough, Ma 01752
(508) 485-4599
E-mail ed.thurber@gmail.com

Marlborough Recreation Director
Attention: Parade Director
239 Concord Road
Marlborough, Ma 01752
(508) 624-6925



MARLBOROUGH, MA LABOR DAY PARADE



Dear Friends,

The City of Marlborough is a community rich in civic pride, cultural and economic diversity. Our city artfully blends our history and traditions while building a future that ensures we remain one of the marquee places in the Commonwealth of Massachusetts to live, work, and raise a family.

One of our city's strongest traditions is our annual Labor Day Parade. Now in its 61st year, this parade is one of the largest of its kind in New England and consistently draws family, friends, and neighbors from far beyond the borders of our city.

One of our parade's long-standing traditions is honoring those men and women who serve in the United States Armed Forces. We are fortunate to have the honor guards, active duty personnel, and veterans from nearly every branch of the military represented in our parade. In addition, our parade floats serve as an annual main attraction for the families along the parade route. Many of our floats are expertly designed and built and are made available to community groups, civic organizations, schools, and nonprofits showcasing their work and achievements.

The success of our parade does not happen without the generous support and hard work of many people. I want to personally invite you to be part of this year's parade by volunteering your time or making a contribution to ensure that our parade is as fun and entertaining as it has always been.

You may direct your contributions to City of Marlborough, Mayor's Office/Labor Day Parade, 140 Main Street, Marlborough, MA 01752. For further information on how to participate, please contact Mr. Ed Thurber, Parade Director, at 508-485-4599.

Thank you again for your support and generosity. I look forward to seeing you on September 3rd!

Best wishes,

Arthur G. Vigeant
Mayor





MARLBOROUGH, MA LABOR DAY PARADE



RULES AND INFORMATION SHEET

Parade Director Edward (Ed) Thurber Telephone 508-485-4599 Email: ed.thurber@gmail.com

PARADE ASSEMBLY FLOATS - 10:00AM (FOR JUDGING)

ALL OTHER ENTRIES - 11:00 AM - PARADE START - 12:00 NOON

RULES:

1. It is important that all units carefully read and adhere to these instructions. Questions or concerns should be brought to the attention of the Parade Director for resolution.
2. Positions assigned to the various units have been carefully designed to provide an optimum experience for both spectators and participants. No participant in the parade may change their assigned march order or their content without express, written permission of the Parade Director.
3. Please extend your courteous cooperation to the Police and the Parade Volunteer Staff (who wear chartreuse smocks).
4. Drills and street routines must be designed for continuous forward movement. DO NOT STOP TO PERFORM, except as may be permitted by the Parade Director.
5. Throwing or tossing items such as candy, coins, balloons or similar goods from any parade ranks, floats or vehicles, is not allowed. Such items may be distributed by walkers, using a hand to hand method.
4. USE OF ALCOHOLIC BEVERAGES BY PARTICIPANTS, PRIOR TO OR DURING MARCH, IS STRICTLY FORBIDDEN.
5. Pamphlets and similar literature may not be distributed on or along the parade route.
6. Vehicles used in the parade must be in good operating condition, properly inspected, registered, and insured, and must be operated by a properly licensed driver. They should be appropriately decorated.
7. Motor vehicles must be operated responsibly and with respect for the safety of the public. At no time shall any vehicle move at a speed greater than the flow of the parade. No burnouts, or perform other demonstrations that cause any delay in the forward movement of the parade.
8. Police have been requested to remove any vehicle from the parade that they deem necessary for the safety of the public.
9. Unauthorized solicitation of donations by any person or group is not allowed.

PARADE ROUTE:

The distance is 1.7 miles with no up-hill terrain. The parade begins at Pleasant and proceeds west onto Lincoln Street, south onto Broad Street, east onto West Main Street and continues onto Main Street, turns south on Maple Street and ends at the intersection of Route 85.



MARLBOROUGH, MA LABOR DAY PARADE



RULES AND INFORMATION SHEET (continued)

TERMINATION POINT:

After unloading at assigned assembly area, vehicles not in the parade should proceed to Mechanic Street and travel south, cross over Main Street (at the monument) to Granger Boulevard (US 20 bypass) to Route 85 south. Parking is available on Route 85 at Car Quest Auto, Verizon Company, St. Mary's Credit Union and Citizens Bank or on nearby streets. On departure, use Route 85 south. To access Route 20 east, turn left onto Framingham Road. To access US Route 9 west continue south into Southboro where Route 85 intersects with Route 9. To access US Route 20 and 1-495 turn right at second light onto Mill Street. At end, go right onto Clover Hill Road then first left onto Gleason Street.

PRE PARADE SHUTTLE BUS SERVICE:

A shuttle bus service will operate from 10:00AM to 11:30AM between the American Legion Building (86 Maple Street) and the parade assembly area. Persons with private cars or those being dropped off are encouraged to use this service.

DIRECTIONS INTO MARLBOROUGH:

Access from I-495 (Exit 24B, US 20 West.) Take a quick right onto Felton. Then turn right onto Elm Street which brings you directly into the parade assembly area.

Access from Rt. 85 (North of the City.) Proceed South on Bolton Street (Rt. 85) to Hudson Street. Turn right on Hudson, which branches left at the fork, and continue on to Mechanics Street (4 way stop.) Cross Mechanics Street (slight jog left, then right) and proceed on Elm Street to Pleasant Street. Parade assembly area.

Access from Rt. 85 (South of the City.) Access from this direction is not recommended unless you plan to park at the end of the parade and take the Shuttle Bus to the Parade Assembly area.

Access from I-290. Take I-290 to I-495. Right onto I-495S to Exit 24B. Follow the directions from I-495, above.

<http://maps.google.com/maps?hl=en&tab=wl>

FIRST AID AND LAVATORY FACILITIES:

First Aid and water is located at the Pleasant Street Fire Station and at the termination area. Portable Toilets are located in both assembly and termination areas, as well as in strategic locations along the parade route, for public use.



MARLBOROUGH, MA LABOR DAY PARADE



RULES AND INFORMATION SHEET (continued)

REVIEWING AREA - TELEVISION & RADIO:

There is an informal reviewing area only, in front of the American Legion Building (on Maple Street, near the end of the parade route). Officials may choose to review the parade from this vantage point. Television and radio broadcast stations are at the old Police/Fire Station on Main Street. **DO NOT STOP** unless directed to do so prior to the parade by the Parade Director.

FLOATS:

Floats desirable and encouraged in the parade. They may take many forms as follows:

A self-powered float: Decorated car, truck or other motorized (road-safe) vehicle.

A towed platform/trailer: A trailer, towed behind a vehicle.

In both these categories, you have the following.

Self built: Your organization gets your own platform and builds your own float.

Commercial built: Your organization hires the building of your own float.

Parade supplied: Your organization works with our float contractor to design your float.

In all cases, floats must be no taller than 12 feet from the ground. And no longer than can be safely managed by the towing vehicle.

In your application, you must include the following information:

If announcements or music is being broadcast from the float.

If there are marching groups accompanying the float.

If there is another march unit that is associated with the float.

If you are asking the Parade Director to supply a float for you to design, It is recommended that you be prepared to pay for it, either from your organization's funds, or find your own sponsors to pay for it. (See the application form.)

NOTE: It is requested that ALL ORGANIZATIONS REQUESTING FLOATS MAKE EVERY EFFORT TO OBTAIN THEIR OWN SPONSORS.



MARLBOROUGH, MA LABOR DAY PARADE



INSTRUCTIONS

All persons/groups/organizations making application to participate in the Marlborough Labor Day Parade, please read and follow these instructions to the letter. Thank you.

1. This document contains all the information and forms you will need to apply to be in the Marlborough Labor Day Parade. Please read all of the Rules and Information pages.
2. Using the Application Form in this document (not a copy of it, as both sides are required by the director,) complete all the information requested. PLEASE PRINT.
3. If you or your organization are sponsoring a float or march unit, please complete both sides of the Sponsorship Options Form
4. If you are requesting that we supply a float and you have a sponsor for it, (and we request that you make every effort to do so,) please complete the Sponsorship Options Form.
5. If you or your organization are requesting reimbursement for participating, please complete and sign the Contract. If you or your organization are contracted to be in the parade, a copy of the contract, signed by the Parade Director, will be returned to you along with further instructions for participation.
6. Make a copy of the documents, for your records.
7. The last two documents are Release Forms to be used if your organization does not have a requirement for them. Please keep them on file in the event they are required.
8. Put all the original, completed documentation in the supplied envelope, add postage, and return it as soon as possible. Deadline for applications is August 2, 2010.



MARLBOROUGH, MA LABOR DAY PARADE APPLICATION



ORGANIZATION AND CONTACT INFORMATION

ORGANIZATION NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 TYPE OF ORGANIZATION: _____
 CONTACT PERSON: _____
 POSITION IN THE ORGANIZATION: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 HOME TELEPHONE: _____ WORK TELEPHONE: _____
 FAX: _____ EMAIL: _____

NUMBER OF PERFORMING MEMBERS: _____ NUMBER OF VEHICLES: _____

Performing Organization requests to be paid \$ _____ to march in the parade.

Performing Organization will donate \$ _____ to the parade fund.

Please Indicate Which of the Following Best Describes Your March Unit

CHECK ALL THAT APPLY:

- Marching Band; Riding Band; Vehicle Playing Music; Need to Follow a Band;
 Reenactment Unit W/Gunfire; March Unit Following A Music Playing Vehicle;
 Needs Quiet; Lone Individual; March Unit has Following Support Vehicle/s;
 Motor Vehicle/s (Performance); Motor Vehicle/s (Vintage) Motor Vehicle/s (Other)[Describe]
 Presentation Group (Scouts, Sports, Etc.) Entertainment Group (Twirlers, Dancers, Etc.)
 Horses (Harnessed); Equestrian (Ridden or Walked); Special Notes: _____

Below Applies to Campaigning Political Candidates (Read Candidate Instructions)

- Candidate Alone; Candidate with Entourage; Candidate's Unit has Vehicle/s;
 Candidate Has Special Requirements: _____

Below Applies to FLOATS (You Must Read Float Instructions)

- Entry Built Float (Ground Up); Entry Built Float (Requiring Platform); Float has Walkers;
 Require Ready Made Float; Organization Has Sponsor: Name: _____
 Organization Needs Sponsor; Special Requirements: _____



MARLBOROUGH, MA LABOR DAY PARADE



APPLICATION (Continued)

Do not mark. This page is for internal use only.

ITEM	<input checked="" type="checkbox"/>	DATE	ORDERED DATE	AMOUNT DONATED	AMOUNT REQUESTED	COMMENTS
APPLICATION RECEIVED						
FLOAT REQUESTED						
FLOAT ORDERED						
SPONSOR REQUESTED						
CHECK RECEIVED						
BANNER						
CONFIRMATION SENT						
CONTRACT SENT						
CONTRACT RECEIVED						
WARRANT						
SPECIAL REQUIREMENTS						



MARLBOROUGH, MA LABOR DAY PARADE



PROCEDURE FOR PARTICIPATION BY POLITICAL CONTINGENTS

This procedure applies to all present or past elected officials, candidates to elective public office, political units, and others whose actions are considered to be political by the Parade Director.

Incumbents and past officials may receive a separate, official invitation to participate by marching in a designated section at the front of the Parade. Those marching in this unit may not display any action that could be considered to be campaigning, from this location.

All candidates, including incumbents, may enter the parade for the purpose of promoting their political intentions, after completing the required paperwork, and paying the appropriate fees, as follows:

1. Complete a Parade application form; Include a description of your entry and, most importantly, the number of participants and vehicles that will comprise your contingent. There is a limit of two vehicles per contingent. In preparing your parade entry, please be imaginative and creative.
2. Submit your application accompanied by your payment in accordance with the following:
 - a. A candidate marching alone, with no vehicles, \$50.00.
 - b. A candidate marching alone, with one vehicle, \$100.00.
 - c. All other candidate marching contingents, \$250.
 - d. Candidates requesting a float to ride on, or to march with must either provide their own float, or pay the full cost associated with the custom building of a float for their use.
 - e. A candidate may sponsor and walk with, the float of a participating nonprofit group, provided they pay the full cost of, and agree to sponsor it.
3. Placement will be determined at the discretion of the Parade Director when a political entry agrees to fully sponsor a marching band or other Parade unit. The Parade Director may alter placement in the line of march when issues of public security or safety are present.
4. The entry fee will not be waived, but may be decreased, at the discretion of the Parade Director, should the political candidate choose to enter the Parade without displays other than wearing one ordinary identifying lapel name tag.



MARLBOROUGH, MA LABOR DAY PARADE



PROCEDURE FOR PARTICIPATION BY POLITICAL CONTINGENTS (Continued.)

5. All forms and payments should be mailed to:

Parade Director
Edward M. Thurber,
73 Millham Street
Marlborough, MA 01752
508-485-4599

or

Office of the Mayor
Attention: Parade Director
City Hall, 140 Main Street
Marlborough, MA 01752
508-460-3770

The position in the Parade will be determined by the date and time the payment is actually received: No favor will be given. In any case, payment must be received prior to the Parade date.

Checks should be made payable to "City of Marlborough".

For the safety of our children and others, candy, coins, and similar items may not be thrown from floats or anyone in the parade. If you wish to do this, the items **MUST BE PASSED HAND-TO-HAND.** Distributing literature, pamphlets, and similar material is prohibited.

Candidates must constantly move forward, and must abide by directives of the Parade Staff. Your participation and cooperation is sincerely appreciated.

Officials requiring special police escort are requested to notify the City of Marlborough and notify them of your requirements.

Officials that are marching in the "Invited Officials" unit of the parade, that are also campaigning may also have a paid unit in another section of the parade. If you wish to also march with this unit, let the parade director know and the campaign unit will be placed far enough back to allow the candidate time to get back and march with them. (no transportation will be provided)



MARLBOROUGH, MA LABOR DAY PARADE



SPONSORSHIP OPTIONS

Listed below are sponsorship options for your guidance and consideration representing the partial cost of a performing unit or a parade float.

Actual costs for marching bands and entertainment range from \$1000 to \$10,000 each. For more information, or to make specific arrangements, please contact the Director, as listed on the bottom of the page. Your prompt attention will allow us to continue planning in a timely manner. Thank you.

Your check should be made payable to: **City of Marlborough**

The check and this form should be mailed to:

**City of Marlborough
Attn: Parade Director
Mayor's Office
City Hall 140 Main Street
Marlborough, MA 01752**

or

**Edward Thurber
Parade Director
73 Millham Street
Marlborough, MA 01752**

SUGGESTED SPONSOR OPTIONS

- ___ \$2,000 - \$10,000 Prime sponsor for a featured performing unit, or float.
- ___ \$1,200 - \$1,800 Sponsor a large Marching Band or Parade Float (see note 2 below)
- ___ \$600 - \$1,100 Sponsor a small marching unit, or co-sponsor a float or large band.
- ___ \$400. - \$550 Co-sponsor a unique or specialty parade unit.
- ___ _____ Contribution

1. All sponsors and contributors (except anonymous) are acknowledged publicly. Performing unit sponsors are identified by attractive signage.
2. Parade Floats are built by a professional company, and, are made available to local schools and non-profit groups. Sponsors name will appear on the Float.
3. Please complete the form on the reverse side and return it to the Parade Director.



MARLBOROUGH, MA LABOR DAY PARADE



Sponsor Name: _____

Contact Person: _____ Telephone: _____

Address: _____

email: _____ Fax: _____

Donation: _____

Use space below for special requests:

To discuss sponsorship options call the parade Director, Ed Thurber at 508-485-4599
or
email at ed.thurber@gmail.com



MARLBOROUGH, MA LABOR DAY PARADE



PARADE CONTRACT

The _____

Hereby agrees for the sum of _____, to Participate in a parade in the City of Marlborough, MA on Labor Day, Monday, September 03, 2012.

The above named organization further agrees to participate at full strength and to furnish its own transportation to and from the parade and to conform to all rules and regulations governing the conduct of the parade as set forth by the City and the Parade Director.

Please complete the following:

NAME OF UNIT: _____

POINT OF ORIGIN: _____

CONTACT PERSON: _____

Name

Title

Address

City

State

Zip Code

TELEPHONE: _____

Home

Business

NUMBER OF MEMBERS PARTICIPATING: _____

Describe Unit(s): _____

The Participant agrees to hold harmless and indemnify the City of Marlborough ("City"), its officers, agents, departments, commissions, boards, volunteers and employees from and against any and all actions, suits, damages, liability, or other proceedings that may arise as the result of the negligence, misconduct, error or omission of the Sponsor or any officer, agent, member, or employee of the Participant.



MARLBOROUGH, MA LABOR DAY PARADE



PARADE CONTRACT (Continued.)

The Participant agrees to provide proof of insurance, if required by City officials, and such insurance must be approved by the City's Legal Department. In addition, the Sponsor will require participants in activities presenting a high risk of injury to sign or, in the case of minor children, present signed waivers of liability prior to participating in the event.

Neither the City nor any of its officers, agents, departments, commissions, boards, volunteers and employees shall be responsible for damages to property or injury to any person arising out of the Participant's permitted activity or incident thereto.

Authorized Signature: _____ Date: _____

Commercial General Liability Insurance or equivalent form with a limit of not less than **\$1,000,000** each occurrence, including the City of Marlborough as an additional insured. If such insurance contains a general aggregate limit, it shall apply separately to this Permit or be not less than three times the occurrence limit. **A Certificate for the above insurance shall be attached to this document and shall be subject to the City's approval.** The insurer shall state in its Certificate that no cancellation of the insurance will be made without at least thirty (30) days prior written notice to the City

Liability Waiver: All adult participants shall sign a Waiver of Liability, Indemnification and Medical Release. Minor children must have a signed waiver from parent or guardian before participating. Sponsor is responsible for securing forms from participants. **A copy of the Waiver of Liability Form to be used by the Sponsor shall be attached to this document.**

Parade Director Approval: _____ Date: _____

Please complete and return this form, as quickly as possible, to Edward Thurber, Parade Director, 73 Millham Street, Marlborough, MA 01752. For questions, call 508-485-4599, or email at etsoundman@hotmail.com.