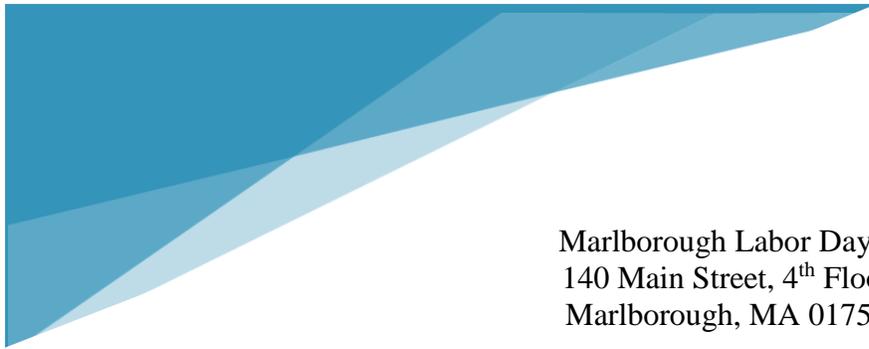




Marlborough Massachusetts

2017

66th Labor Day Parade The Marlborough Labor Day Parade Manual



Marlborough Labor Day Parade
140 Main Street, 4th Floor
Marlborough, MA 01752

PARADE COMMITTEE

PROGRAM COORDINATOR

Leanne Cordischi
(774) 463-9517

lcordischi@marlborough-ma.gov

***MLDP Website**

marlboroughlabordayparade.com

OFFICE OF THE MAYOR
COA EXECUTIVE DIRECTOR
CITY COUNCIL MEMBER
PARKS & RECREATION
PARADE DIRECTOR

Patricia Bernard, Executive Secretary
Patricia Pope
Donald Landers
Charles Thebado
Ed Thurber

Celebrating 66 Years of Tradition

The Largest and Most Prestigious Labor Day Parade in New England

To: All performing units, community members, sponsors, and volunteers:

In 1952, Mayor, Romeo J. Gadbois instituted the first annual Marlborough Labor Day Parade as a way to brighten the lives of those in the Marlborough communities. The nation, including the Marlborough community, was recovering from WWII and bracing for the effects of the Korean War. The first parade, managed by Louis Ghiloni, the city's first Recreation Director, consisted of 12 marching units. In the 66 years that have followed, the parade has grown to be a premier City event with an impressive variety of bands, floats, and entertainers. The success of the parade is due in large part to community support and participation. The majority of the cost is covered by donations from private, commercial, civic and corporate community members. The parade is a collaborative effort and provides the City of Marlborough with a platform to showcase all that it offers and its shared community pride.

Some of the parade's sponsors/donors choose to directly participate in the parade and others choose to sponsor community organizations such as the Boy Scouts, Girl Scouts, School Association or school athletic groups. Some participants provide music, march, create memorable floats, and others watch and cheer from the sidelines of the 1.7-mile route

Volunteering is another large component of the event. Planning and keeping this annual event in motion takes many community members. Over the years there have been so many individuals who have lent their time and have contributed to the success and growth of this wonderful tradition. Those interested should visit the tab on the MLDP website to inquire.

This manual provides information regarding the parade's Rules and Regulations and an outline of suggested sponsorship options, including those for political candidates. An electronic participant application can be found on the MLDP website and the Sponsorship Application can be downloaded from the same website.

As the Program Coordinator, I am excited to be part of the planning and execution of the 66th Marlborough Labor Day Parade. Our committee looks forward to your participation, sponsorship, and volunteer commitments. If you have a question that is not covered in this manual, please contact me at lcordischi@marlborough-ma.gov or 774-463-9517.

Sincerely,

Leanne Cordischi

Program Coordinator



MARLBOROUGH, MA LABOR DAY PARADE

RULES AND INFORMATION

PARADE ASSEMBLY TIMES

- **FLOATS - 10:45AM**
FOR JUDGING ON LINCOLN STREET FROM
PLEASANT EAST TO MECAHNIC STREET, HEADING WEST
- **ALL OTHER ENTRIES – MUST ARRIVE BY 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 Program Coordinator 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 expressed, written permission of the Program Coordinator (prior to Parade Day.)**
3. Please extend your courteous cooperation to the Police and the Parade Volunteer Staff
4. Drills and street routines must be designed for continuous forward movement. DO NOT STOP TO PERFORM, except as may be directed by the Program Coordinator.
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, performances or other demonstrations that cause any delay in the forward movement of the parade are permitted.
8. **Police have been requested to remove any vehicle from the parade that they deem a hazard to 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 Lincoln Streets 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 (Bolton Street).

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 Blvd. (US 20 bypass) to Route 85 south. Parking is available on Route 85 at Napa Auto Parts, Monnick Hardware, St. Mary's Credit Union and Citizens Bank or on nearby residential 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 Southborough 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 St.



MARLBOROUGH, MA LABOR DAY PARADE

PRE PARADE SHUTTLE BUS SERVICE:

A continuous Shuttle Bus service will operate from 10:00AM to 11:30AM between the American Legion Building located at 86 Maple Street and the parade assembly area. Parade participants with private cars or those being dropped off are encouraged to use this service. Private cars may park on the streets to the north, east and south of the American Legion. The Shuttle Bus service does not run after the parade.

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 Route 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 Mechanic Street (4 way stop.) Cross Mechanic Street (slight jog left, then right) and proceed onto Elm Street to Pleasant Street. Parade assembly area.

Access from Route 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.

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.

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 at the intersection of Bolton Street and Main Street. Please **DO NOT STOP** unless directed to do so prior to the parade by the Parade Director.

FLOATS:

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

A self-powered float: A car, truck or other motorized (road-safe) vehicle that is **decorated**.

A towed platform/trailer: A trailer, towed behind a vehicle. In both these categories, self-powered and towed, further classification is made into these categories:

1. Self-built: Your organization gets your own platform and builds/~~decorates~~decorates your own float.
2. Commercial built: Your organization hires the building of your own float.
3. Parade supplied: Your organization request a pre-built float – requires a sponsor obtained by the organization or with the assistance of the parade's Program Coordinator.

In all cases, floats must be no taller than **12 feet** from the ground. Please consider the tight tolerance corners when choosing your towing vehicle and the length of your flatbed. **We encourage you to travel the parade route to assure that your vehicle(s) can safely navigate overhead utility lines, corners and other obstacles along the route.** Should your vehicle(s) require towing from the parade route, the charge for the towing will be billed to your organization.



MARLBOROUGH, MA LABOR DAY PARADE

In your application, you must include the following information:

1. If announcements or music is being broadcast from the float.
2. If there are marching groups accompanying the float.
3. If there is another march unit that is associated with the float.

Please utilize the special request section for any notations that may aid the Program Coordinator in the line-up.

Please contact the Program Coordinator, Leanne Cordischi at lcordischi@marlborough-ma.gov or 774-463-9517 for contact information or assistance with the pre-built float provider. We encourage non-profit organizations to seek financial support independently for the Parade provided pre-built floats. If you are having difficulty finding your own sponsor, please discuss options with the Program Coordinator. Parade supplied floats can be minimally customized to meet the needs of each organization.



MARLBOROUGH, MA LABOR DAY PARADE

2017 PARADE ENTRY APPLICATION 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. Please apply as an applicant using the electronic application found on the Marlborough Labor Day Parade website by **July 15, 2017**. Use of our electronic application is strongly encouraged. In the rare case that the unit/participant(s) do not have access to a computer, a form can be sent to you per your request. Mailed applications are also due to our office by **July 15, 2017**.
2. Those *participating and making a donation* to the parade need **only** to complete the **Participant Application**. Participant donation checks should be made payable to “**City of Marlborough**” **noting MLDP in the memo section** and sent upon receipt of contract and notice of acceptance into the parade to the following address.

**City of Marlborough
Labor Day Parade
140 Main Street, 4th Floor
Marlborough, MA 01752
Attn: MLDP**

If you are a sponsor not participating in the parade, please utilize the Sponsorship Form, which can be downloaded from the *MLDP website. If you are a participant and have secured a sponsor for your unit or float (of \$500 or more), please have that sponsor complete the Sponsorship Form noted above and make a notation on that form that they have chosen to sponsor your unit or float. Sponsor checks should also be made payable to “**City of Marlborough**” **noting MLDP in the memo section and sent to the address noted above.**



MARLBOROUGH, MA LABOR DAY PARADE

CAMPAIGNING POLITICAL CONTINGENTS

The following 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 Program Coordinator.

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 the political portion on the Participant Application found on the *MLDP website. **Note the number of participants (no more than 50 supporters) and vehicles that will comprise your contingent. There is a limit of two vehicles per contingent.** Submit the electronic Participant Application and send your donation to **City of Marlborough, Labor Day Parade, 140 Main Street, 4th Floor, Marlborough, MA 01752, Attn: MLDP** (checks should be made out to The City of Marlborough – noting MLDP in the memo section) in accordance with the following:
 - a. A candidate marching alone, with no vehicles, \$50.
 - b. A candidate marching alone, with one vehicle, \$100.
 - 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.
2. Placement will be determined at the discretion of the Parade Coordinators when a political entry agrees to fully sponsor a marching band or other Parade unit. The Parade Coordinators may alter placement in the line of March when issues of public security or safety are present.
3. The suggested entry donation will not be waived, but may be decreased, at the discretion of the Program Coordinator, should the political candidate choose to enter the Parade without displays other than wearing one ordinary identifying lapel name tag.
4. Candidates may walk with up to **50** of their supporters. Due to budgetary, safety and volunteer parade constraints, the parade committee has set a limit of 50 supporters per political candidate. When your donation and or application has been received, you will be sent an envelope containing 50 parade identification tags for your supporters to wear the day of the parade. Additional supporters will not be allowed to march due to the constraints cited above.



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(cont.) CAMPAIGNING POLITICAL CONTINGENTS

The position in the parade will be determined by the date and time the **Participant Application and Donation** is received. Applications and donations are due prior to **July 15th**.

For the safety of our children and others, candy, coins, and similar items may not be thrown from floats or by 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 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. (*Political Contingent Donations listed on page 6*) If you wish to also march with this unit, let the Program Coordinator know and the campaign unit will be placed far enough back to allow the candidate time to get back and march with them. Line-ups are created with the information provided. **If you wish to march with another unit you must note so in your application.** Line-ups will then be created and **MUST** be adhered to on Parade day.



MARLBOROUGH, MA LABOR DAY PARADE

RULES AND INFORMATION SPONSORSHIP OPTIONS

Your check should be made payable to: **“City of Marlborough”** noting **MLDP** in the memo section.

The check and this form should be mailed to:

**City of Marlborough
Labor Day Parade
140 Main St., 4th Floor
Marlborough, MA 01752
ATTN: MLDP**

Sponsorship checks should be paired with a completed Sponsorship Application that can be easily downloaded from the *MLDP website. If you do not have access to a computer, please contact our office to have a hard copy mailed to you lcordischi@Marlborough-MA.gov.

SUGGESTED SPONSORSHIP/DONATIONS

Drum Major	\$3,000 — \$10,000 and more	Prime sponsor for featured performing unit or float
Percussion Section	\$1,000 – \$2,999	Sponsor a large marching band
Brass Section	\$500 — \$999	Sponsor a small marching unit or co-sponsor a float or large band
Woodwind Section	\$100 — \$499	Co-Sponsor a unique or specialty parade unit
Color Guard	\$25 – \$99	General Donation

1. All sponsors and contributors (except anonymous) are acknowledged publicly. Performing unit sponsors are identified by attractive signage.
2. Parade Supplied Floats require sponsors and are provided by an outside professional company. Float Sponsors (as defined above) can request that their names appear on the sponsored float rather than having a banner that precede each float. This special request **MUST** be noted on the completed application. Availability of these floats is limited, therefore requests should be made early.

If your questions are not address in this manual or on the *MLDP website, please email the Program Coordinator Leanne Cordischi at lcordischi@marlborough, call at 774-463-9517. Note that the *MLDP website and the MLDP Facebook page will be utilized from to provide updates regarding the MLDP. Participants as well as sponsors are encouraged to follow the website and like our Facebook page.