



Official 2018 Logo Designed by Jo Anne Contreras

# 2018 Tucson Pride Parade

*Presented by*



**Date:** Saturday, September 29, 2018

**Time:** Step-Off 11:00AM

**Location:** S. Country Club Road/Reid Park

## About our Sponsor



We are pleased to announce Intuit as the presenting sponsor of the 2018 Tucson Pride Parade. In addition to being a visible supporter of our parade, Intuit is recognized among leading business publications

(Forbes and Business Insider) as one of the most LGBTQ friendly employers in the United States. In 2017, Intuit was recognized by the Human Rights Campaign as the "Best Place to Work for LGBT Equality." Criteria for this recognition includes:

- Non-Discrimination Policy including Sexual Orientation and Gender Identity for U.S. and global operations.
- Contractor/Vendor standards include sexual orientation and gender identity alongside other named categories.
- Company-provided domestic partner health insurance (including parity in spousal and partner COBRA, dental, vision, and domestic partners legal dependent coverage).
- Parity in spousal/partner soft benefits (bereavement leave; supplemental life insurance; relocation assistance; adoption assistance; joint/survivor annuity; pre-retirement survivor annuity; retiree healthcare benefits; employee discounts).
- Offers equal health coverage for transgender individuals without exclusion for necessary health care.
- Engages in appropriate and respectful advertising and marketing; or sponsors LGBT community events, organizations, or legislative efforts
- Company-supported LGBT employee resource group or firm-wide diversity council that includes LGBT issues, OR would support a LGBT employee resource group with company resources if employees expressed an interest

Please join us in expressing our sincere gratitude to Intuit for not only supporting our parade, but for consistently supporting the cause of equality throughout the year!

## Key Dates and Times

- September 15, 2018 - Online Registration and Payment Deadline
- September 29, 2018
  - 7:30AM - Volunteers Arrive to begin prepping the staging area
  - 8:30AM - Registration and Staging begins for **Vehicle** and **Float Entries**
  - 9:30AM - Registration and Staging begins for **Walking Entries**
  - 10:30AM - Country Club Road CLOSED to vehicle traffic
  - 11:00AM - Parade Begins
  - 12:00PM - Parade Ends
  - 12:30PM - Country Club Road restrictions lifted for vehicle traffic

## Key Locations

- Parade Staging Location
  - CODAC Behavioral Health Parking Lot (Broadway & Country Club)
  - 3130 E Broadway Blvd. Tucson, AZ 85716
- Parade Route
  - Beginning: S Country Club Road at E Manchester Street
  - Ending: S Country Club Road at Concert Place (Reid Park Festival Parking Entrance)

## Entry Fees

- For Profit Corporate Entities - \$50.00
- Political Campaigns & Candidates - \$50.00
- Government Entities & Departments - \$50.00
- Non-Profit Organizations & Churches - \$35.00
- Youth Groups & High School GSA's - FREE
- 2018 Tucson Pride in the Desert Sponsors - FREE

## About this year's Location and Time

Over the past several years, the annual Tucson Pride Parade has been held on Historic 4th Avenue. Following last year's parade, Tucson Pride Inc received extensive feedback from the community expressing a number of concerns. Those concerns, along with a few practical variables precipitated the move for this year's parade.

- *Visibility of the LGBTQ Community:*
  - Many individuals within the community expressed concern that by having the parade after dark, the visibility of our community was diminished.
  - The reasoning for a Pride parade is to facilitate the visibility of our vibrant and unified community.
  - In response to this feedback, Tucson Pride has elected to hold the parade during daylight hours.
- *Safety Considerations:*
  - Safety of parade participants and observers is a top priority of Tucson Pride.
  - Due to access to street car tracks, Tucson Pride has been unable to put a hard closure in place on 4th Avenue.
  - This has resulted in northbound traffic moving along side the parade which has created a safety concern. Over the past several years, several parade participants have nearly been hit by vehicles.
- *Costs:*
  - By relocating the parade route to Country Club Road, Tucson Pride has produced a cost savings of nearly \$1,200.00 for the parade.
  - Given our ongoing recovery efforts, we have taken the responsible step of conserving resources wherever possible up to and including the Tucson Pride Parade.
  - Tucson Pride anticipates that following this year's parade, all outstanding obligations relating to the 2017 parade will be satisfied.
    - This translates to decreased entry fees in future years to encourage increased parade participation in future years.
    - Our long term vision is a 100% **FREE** Tucson Pride Parade.

## About this year's Location and Time Continued...

- *Staging Area Logistics:*
  - Staging area logistics for the 4th Avenue location has presented the board with a number of challenges. Chiefly, narrow streets and permit parking around Catalina Park.
  - By moving the parade to Country Club Road, Tucson Pride gains the benefit of a much less congested staging area (Wider street and access to a parking lot for walking units). This will undoubtedly streamline the staging and line-up process this year.
- *Connecting the Parade to the Festival:*
  - By moving the parade to coincide with the opening of the festival, Tucson Pride believes that increased foot-traffic will inevitably increase festival turn-out for a longer period of the day.
- *Competing Events*
  - In recent years, the Tucson Pride Parade has been scheduled in direct competition with a number of events occurring on or near 4th Avenue, Downtown Tucson, and the University of Arizona. We believe that by moving the parade, we will be better able to accommodate as many interested participants as possible.

# 2018 Tucson Pride Parade Registration

Company/Organization Name: \_\_\_\_\_

## Type of Organization

Corporate Entity (For-Profit)

Political Campaign/Candidate

Government Entity

Non-Profit Organization/Tax-Exempt Religious Organization

*\*Must email IRS Nonprofit Determination Letter to [parade@tucsonpride.org](mailto:parade@tucsonpride.org)*

Youth Organization/High School GSA

2018 Tucson Pride in the Desert Sponsor

## Contingent Description

Vehicle/Float

Foot Units 1-25 Individuals

Foot Units 26-50 Individuals

Foot Units More than 50 Individuals

## Parade Contingent Primary Point of Contact Information

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address/PO Box (Line 1: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

By submitting your application the applicant agrees to the rules and regulations including the following excerpts:

1. We support the mission of Tucson Pride Inc: To unify, celebrate and strengthen the LGBTQA+ community of Southern Arizona through advocacy, education, leadership and support.
2. We agree to abide by the nudity laws and sexual conduct policy as mandated by the Arizona Revised Statutes and Tucson City Code.
3. We agree NOT to throw ANYTHING from the parade into the crowd and understand that a penalty of \$150 for each infraction will be levied. If our contingent is pulled from the parade; our entry fee will not be refunded or returned.
4. We agree to the conditions of the refund policy as outlined below:
  - a. Refunds must be requested no later than September 15, 2018
  - b. No-shows will not receive refunds
  - c. Online third-party payment processing fees for credit card processing are non-refundable

Payment Method:

Check

NOTE: Checks to be made payable to Tucson Lesbian and Gay Alliance.  
and mailed to: Tucson Lesbian and Gay Alliance

PO Box 18675

Tucson, AZ 85731

Credit Card

Will incur a third-party payment processing fee of 2.5% and \$1.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Print and Mail Completed Applications to Tucson Lesbian and Gay Alliance, PO Box 18675, Tucson, AZ 85731.**