



November 2016

Shalom Parade Family,

We are proud to announce that the 2017 Celebrate Israel Parade will take place on Manhattan's Fifth Avenue on **Sunday, June 4th, 2017 from 11:00 AM to 4:00 PM.**

Attached are your Cluster Group Registration materials. Please complete and return the Registration Form, Tone & Spirit Agreement and Registration Fee no later than March 25, 2017.

**Please Note: Your group will not be considered registered until:**

1. We have received the following items:
  - a. Completed Registration Form
  - b. Signed Tone & Spirit Agreement from **EVERY** Group in your Cluster
  - c. Registration Fee
2. You have attended a **mandatory** Creative Planning Meeting, either in person or virtually, online.
3. **Every** organization in your Cluster Group has signed and submitted the enclosed Tone and Spirit Agreement

The Parade's interactive Creative Theme Book will be sent to you by email. Please review it online in order to access all the links to websites and videos that are contained within.

This year's theme is "**Celebrate Israel All Together.**" Together, we are stronger. We encourage and support each other; we celebrate our differences and find common ground; we increase our understanding of ourselves, each other and the world. Our love for Israel unites us throughout history, now and forever! All together, we celebrate Israel!

If you have any questions, please contact Karen Ostrove, Creative Director at (646) 467-8030 ext. 482 or email [ostrovek@jcrny.org](mailto:ostrovek@jcrny.org).

Sincerely,

Karen Ostrove  
Creative Director

Peter Kohlmann  
Executive Producer

Noam Gilboord  
Director, Celebrate Israel Parade



## 2017 CLUSTER GROUP RULES

Organizations with **fewer than 60 participants**, register to march in the Celebrate Israel Parade as part of a Cluster Group. A Cluster Group consists of two or more Federal 501(c)(3) tax exempt organizations from the same region which desire to share a thematic Parade presentation. (Larger groups with more than about 60 participants, register as individual Marching Groups.)

Cluster Groups have always been a valued component of the Parade. Each Cluster Group is a tribute to a community which, although varied and diverse, can come together as one group to express their community spirit, identity and unity.

### **GENERAL RULES:**

1. All organizations within a Cluster Group must be federal 501(c)(3) tax exempt organizations and may not be paired in any manner with a 501(c)(4) organization. Returning organizations' information is on file. Each new organization must submit its official documentation (Certificate of Incorporation, IRS letter, mission statement, etc.). The Parade reserves the right to reject any registration or revoke any approved registration.
2. All Groups must identify with Israel as a Jewish and democratic state and recognize Israel as the homeland of the Jewish People. All Groups must oppose and not directly fund or advocate for Global BDS, a movement which seeks the destruction of the entire Jewish and democratic state of Israel. For further background information, please review the following two resources: [The ABCs of BDS](#) and [The De-legitimization of Israel](#).

### **CLUSTER GROUP RULES:**

1. **One person from the organizing group representing the Cluster Group must act as a Primary Cluster Liaison to the Parade.** The Primary Cluster Liaison will be responsible for:
  - a. Coordinating the Parade Planning Meeting with Parade staff
  - b. Coordinating Parade preparation within the Cluster Group as a whole
  - c. Ensuring that every group within the cluster submits its registration form, Tone And spirit Agreement and registration fee payment.
2. Each group within the cluster must designate a liaison for internal communication. **All liaisons must attend the Cluster Creative Planning Meeting online or at the Parade office.**
3. Registration forms **must include contact information for each participating organization** and its individual liaison for communications and emergencies.
4. **Each group in the cluster must sign and submit a separate Tone and Spirit Agreement.**



### **GROUP RULES**

1. Marchers should be in 4<sup>th</sup> grade and above. Only adults affiliated with the educational or youth organizations are permitted to march with such groups.
2. Jewish/Zionist Youth organizations must be affiliated with either the American Zionist Movement or a major Jewish religious movement such as Orthodox, Conservative, Reform, Reconstructionist, etc.
3. All Cluster Group participants – children and adults - **must wear coordinated attire for security reasons.**

### **PARADE DAY RULES**

1. Cluster Groups need an overall Cluster Group identifying Banner.
2. All Groups within the Cluster must have the following for the Parade: (A) An Organization Name Banner; (B) a Theme Banner echoing the Cluster Theme; (D) Hand-held props; and (E) uniformity of costume/attire/t-shirts.
3. The Parade's Creative Director shall approve all banners, props, flags, music, T-shirts and costumes used in the Parade. Groups may not, under any circumstances, insert unapproved banners, additional statements on banners or other props unrelated to their approved theme (e.g. political slogans, divisive or inflammatory statements).
4. No weapons or representations of weapons are permitted.
5. Only registered Marching Groups and approved vehicles are allowed to participate in the Parade. No spectator, nor any unapproved vehicle, may join the Line-of-March at any time or anywhere.
6. Participants must walk the full length of the Parade route and are not allowed to leave the Line-of-March at any time, including the VIP seating area. All Groups must move forward at all times unless directed to stop by the NYPD and/or Parade Staff.
7. Strollers, carriages, and talking on mobile devices are strongly discouraged.



## 2017 CLUSTER REGISTRATION FORM

**SUNDAY, June 4, 2017 - 11:00 AM TO 4:00 PM - RAIN OR SHINE  
FIFTH AVENUE - 57<sup>TH</sup> TO 74<sup>TH</sup> STREETS**

**Please mark your appropriate cluster group category:**

- 2-3 groups \$ 850.00  
 4+ groups \$ 300.00 per group

**Please make checks payable to "JCRC-NY" and please write "Parade" in the memo line.**

**Please type or print clearly:**

Name of Cluster Group:

\_\_\_\_\_

Contact for Registration, Fees, and other clerical mailings:

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

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Contact for Creative Planning Meetings, Theme, and Parade Preparation:

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

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Main Contact's Email: \_\_\_\_\_

Parade Day Contact Name: \_\_\_\_\_

Parade Day Contact Cell: \_\_\_\_\_

FOR OFFICE USE ONLY:

Registration \_\_\_\_\_ Agreement \_\_\_\_\_ Check # \_\_\_\_\_ Amount \_\_\_\_\_ Date in Full \_\_\_\_\_



**DEADLINE FOR CLUSTER GROUP REGISTRATION**  
**FOR THE**  
**2017 CELEBRATE ISRAEL PARADE IS:**  
**MARCH 24, 2017**

**Registrations received after March 24, 2017 will result in additional fee of \$100.**

**Cancellations prior to March 24, 2017 will result in a processing fee of \$100.**

**Refunds will not be issued for cancellations after March 24, 2017.**

**CLUSTER GROUP PARTICIPANTS:**

**Please complete to the best of your ability. Additional groups may be added later.**

Participating Group:	
Group Liaison:	Email:
Address:	
Telephone/Ext:	Fax:

Participating Group:	
Group Liaison:	Email:
Address:	
Telephone/Ext:	Fax:

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## **Tone & Spirit Agreement and Release** **To be signed by all cluster group organizations**

The Celebrate Israel Parade is a pageant-like event whose sole purpose is to demonstrate the community's love for the Jewish and democratic State of Israel. It is held with pride and with a sense of unity, despite philosophical or political differences within the community-at-large.

- Themes and Creative Visual Presentations must be in the tone and spirit of the Parade.
  - Registered Marching and Cluster Groups must present their theme statements and messages on JCRC-NY approved banners and props in **optimistic, inspirational and positive phraseology**.
  - The Parade is an apolitical event. It is not a rally, a protest march, nor a walk-a-thon.
1. We have read the Rules of the Parade; and, as a registered Marching Group, we agree to adhere to them. We understand the Parade's requirements as to the Tone & Spirit of the Parade; and, as a registered Marching Group, we agree to adhere to those directives.
  2. We understand that any infraction of the aforementioned, either prior to the Parade or on Parade Day, constitutes grounds for probationary status, denied participation and/or removal of the entire group or the offending materials by Parade Staff or City Officials. Decisions as to the appropriate nature of said items or actions are solely at the discretion of Parade Staff and/or City Officials.
  3. We understand that, should our Marching Group or Cluster /group be denied entry in the Parade, or should our participation be cancelled due to violation of the above directives, the Parade shall not return our registration fee.
  4. We hereby grant permission, without reservation, to the Jewish Community Relations Council of New York, Inc. ("JCRC-NY"), and those authorized by JCRC-NY, to take photographs and to make video and/or audio recordings of our organization's group and all its participants at the Parade, and to use them in original or modified form in all media now or hereafter known, with or without our organization's name or name of any participant, for the promotion, public education, and/or fundraising activities of JCRC-NY. We understand and agree that there will be no compensation for the above and agree that JCRC-NY will be the sole owner of all tangible and intangible rights in the above-mentioned photographs and recordings, with full power of disposition.

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Signature of Director/President/Leader

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Name of Organization and Cluster Group

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Print name of Director/President/Leader

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Date