



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 Marching 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
  - c. Registration Fee
2. All participating Marching Groups are required to attend a **mandatory** Creative Planning Meeting.

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 MARCHING GROUP RULES

### GENERAL RULES:

1. Marching Groups 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](#).

### GROUP RULES

1. The minimum number of participants in a Marching Group **should be about 60**.
2. Single Groups may **NOT** permit other groups to march with them as part of their Marching Group. (If your group has fewer than about 60 participants and, therefore, wishes to partner as one delegation with other marching groups, see the requirements for [CLUSTER GROUP REGISTRATION](#). **Please be aware, this is for security reasons.**)
3. Upon determination that a non-registered group has marched with your marching group, your group will be charged an additional full registration fee and you will be placed on probation for the following year's Parade.
4. Only students who are 4<sup>th</sup> grade and above may march. Only adults affiliated with educational or youth organizations are permitted to march with such groups.
5. Jewish/Zionist Youth organizations must be affiliated with either the American Zionist Movement or a major Jewish religious movement such as Orthodox, Conservative, Reform, or Reconstructionist, etc.
6. All groups must assign **at least two liaisons** to attend the mandatory Parade Creative Planning Meeting, either virtually online or in person, as part of the registration process.
7. All Marching Group participants – children and adults – must wear coordinated attire for security reasons.



## PARADE DAY RULES

1. All Groups must have the following for the Parade: (A) An Organization Name Banner; (B) a Theme Statement Opening Banner; (C) Closing Banner for Groups over 200; (D) Hand-held props; and (E) uniformity of costume/attire/t-shirts.
2. 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).
3. The Parade Director shall approve any Handouts distributed in the Parade.
4. No weapons or representations of weapons are permitted.
5. Only registered 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 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 category (and circle any appropriate sub-categories)**

**\*\*REGISTER BEFORE JANUARY 31, 2017 AND PAY LAST YEAR'S RATE!!**

	<b>**Last Year's Rate</b>	<b>2017 Rate</b>
<input type="radio"/> Day School (elementary, middle <u>or</u> high)	\$950.00	\$1,000.00
<input type="radio"/> Two Affiliated Schools	\$1,500.00	\$1,650.00
<input type="radio"/> Three Affiliated Schools	\$1,900.00	\$2,000.00
<input type="radio"/> Individual Synagogue/Temple	\$750.00	\$850.00
<input type="radio"/> Youth /Adult / Community / Collegiate Orgs.	\$750.00	\$850.00

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

**PLEASE TYPE OR PRINT CLEARLY:**

Name of Organization or School			
Street Address	City	State	Zip
Phone	Extension	Fax	
Names of Affiliated Groups/Schools (if applicable)			

Main Contact's Email: \_\_\_\_\_  
Parade Day Contact Name: \_\_\_\_\_  
Parade Day Contact Cell: \_\_\_\_\_

**FOR OFFICE USE ONLY:**

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

The Celebrate Israel Parade is a project of the  
JEWISH COMMUNITY RELATIONS COUNCIL OF NEW YORK  
225 West 34th Street, Suite 1607, New York, NY 10122

Tel [646-467-8030](tel:646-467-8030) – Fax [212-983-4084](tel:212-983-4084) – [parade@celebrateisraelny.org](mailto:parade@celebrateisraelny.org) - [www.celebrateisraelny.org](http://www.celebrateisraelny.org)  
JCRC-NY is a beneficiary of UJA-Federation of NY



**REQUIRED CONTACT INFORMATION:**

1. Contact for Registration, Fees, and other clerical mailings:

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

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

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

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

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

3. Principal/Director:

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

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

**DEADLINE FOR MARCHING 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.**

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## Tone & Spirit Agreement and Release To be signed by all groups

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 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 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 Marching 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 Marching Group'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 Head of School/Director/President

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Name of School/Organization

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Print name of Head of School/ Director/President

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Date