



December, 2017

Shalom Parade Family,

We are proud to announce that the 2018 Celebrate Israel Parade will take place on Manhattan's Fifth Avenue on **Sunday, June 3rd, 2018 from 11:00 AM to 4:00 PM.**

Attached are your registration materials. Please complete and return the Registration Form, Tone & Spirit Agreement and Registration Fee no later than March 23, 2018.

Please Note:

1. **Your group will not be considered registered until we have received the following items:**
 - a. **Completed Registration Form**
 - b. **Signed Tone & Spirit Agreement (by each group within a cluster).**
 - c. **Registration Fee**
2. **All participating Groups are required to attend a mandatory Creative Planning Meeting either in person or online via web meeting.**

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

2018 Celebrate Israel Parade Theme: "70 and Sababa!" (70 & Awesome!)

When Israelis say something is *Sababa*, they mean it's awesome, fantastic, super!

In just 70 years, this tiny, arid country with few natural resources, has grown, developed, and prospered beyond belief and expectation. With incredible landscapes and seascapes, gigantic skyscrapers and beautiful cities, amazing technological, medical and agricultural advancements, Israelis have been at the forefront of it all, and the whole world has benefited.

Israel: You are Sababa!

We look forward to presenting this theme along with you as we march proudly up Fifth Avenue on Parade Day.

Should you have any questions, please contact Karen Ostrove, Creative Director, at ostrovek@jcrny.org or leave a message at: (646) 467-8030 ext. 482.

Sincerely,

Karen Ostrove
Creative Director

Peter Kohlmann
Executive Producer

Noam Gilboord
Director, Celebrate Israel Parade



CELEBRATE ISRAEL PARADE
225 West 34th Street, Suite 1607, New York, NY 10122
T: 646-467-8030 | F: 212-983-4084
E: parade@celebrateisraelny.org | W: www.celebrateisraelny.org





2018 MARCHING and CLUSTER GROUP RULES

GENERAL RULES:

1. All 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 at the Parade office. 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.
3. All Groups must oppose, not fund, nor advocate for the global Boycott, Divest and Sanction (BDS) movement against Israel, which seeks the delegitimization and 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 Delegitimization of Israel](#).

MARCHING GROUP RULES

1. The minimum number of participants in a Marching Group **should be about 30**.
2. A single organizational marching group **is not** permitted to allow other groups to march with it as part of its contingent. (If your group has fewer than about 30 participants and wishes to partner as one delegation with other marching groups, see the requirements below for **CLUSTER GROUPS**. **Please be aware that 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. Marchers should be in 4th grade and above. 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**. Marching and Cluster Group organizers must not give out their t shirts to unaffiliated or unknown individuals. **This is for safety and security reasons.**



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.
2. Each group within the Cluster must designate a liaison for internal Cluster communication. **All liaisons must attend the Cluster Creative Planning Meeting online/at the Parade office.**
3. Registration forms **must include contact information for each participating organization** and its individual liaison for communications and emergencies. **Each group in the cluster must sign and submit a separate Tone & Spirit Agreement. This is a security issue.**

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.
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. The Parade Director shall approve any Handouts distributed 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). **Large wooden sticks are not permitted as per NYPD. Use cardboard tubes/pvc instead for props and thin pvc for horizontal banners.**
4. No weapons or representations of weapons are permitted. **No drones are permitted in NYC.**
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.



2018 REGISTRATION FEES

SUNDAY, June 3, 2018- 11:00 AM TO 4:00 PM - RAIN OR SHINE - FIFTH AVE - 57TH TO 74TH STREETS

Please mark your appropriate category (and circle any appropriate sub-categories)

****REGISTER BEFORE JANUARY 31, 2018 AND PAY DISCOUNTED RATE!!**

	**Discounted Rate	2018 Rate
○ Day School (elementary, middle <u>or</u> high)	\$1,000.00	\$1100.00
○ Two Affiliated Schools marching together	\$1,650.00	\$1750.00
○ Three Affiliated Schools marching together	\$2,000.00	\$2100.00
○ Four or more Affiliated Schools marching together	N/A	\$2500.00
○ Individual Synagogue/Temple	\$850.00	\$950.00
○ Youth/Adult /Collegiate/Community Orgs.	\$850.00	\$950.00
○ Cluster Group (3 or more groups each with fewer than 30 marchers with banners)	N/A	\$300.00 per group
○ Federation (not including additional groups carrying non-Federation banners)	N/A	\$1,200.00
○ Federation Cluster Group (non-Federation groups of less than 30 people carrying their own institution's banners and marching with a registered Federation)	N/A	\$300.00 per group

DEADLINE FOR REGISTRATION

FOR THE

2018 CELEBRATE ISRAEL PARADE IS:

MARCH 23, 2018

Registrations received after March 23, 2018 will result in a late fee of \$100.

Cancellations prior to March 23, 2018 will result in a processing fee of \$100.

Refunds will not be issued for cancellations after March 23, 2018.



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2018 REGISTRATION FORM

CHECK ONE: **MARCHING GROUP** **CLUSTER GROUP**

REQUIRED CONTACT INFORMATION:

Name of Organization, School, or Lead Cluster Group:		Website:	
Street Address:	City:	State:	Zip:
Phone:	Extension:	Fax:	
Names of Affiliated Groups/Schools/Cluster Groups (if applicable):			
Main Contact Name:		Main Contact Email:	
Parade Day Contact:		Parade Day Cell:	
Parade Day #2 Contact:		Parade Day #2 Cell:	

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/President	
Name:	
Phone:	E-mail:

FOR OFFICE USE ONLY:
Registration ___ Agreement ___ Check No. _____ Amount _____ Date in Full _____



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FOR PARTICIPATING CLUSTER GROUPS ONLY:

Must include ALL Cluster Group participating organizations. Please complete to the best of your ability. Additional groups may be added later by contacting the Parade office.

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

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

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 Marching and Cluster 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 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 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 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 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.

Signature of Principal/Director/President	Name of Cluster/School/Organization/Federation