



November 2011

Shalom Parade Family,

We hope this letter finds you well. We are busy preparing for the 48th Annual Celebrate Israel Parade, which will take place on Manhattan's Fifth Avenue on Sunday, June 3rd, 2012 from 11:00 AM to 4:00 PM. The Celebrate Israel Parade Project is a year-long Israel education effort utilizing a creative theme. This year, the Parade will celebrate the miracle of the modern State of Israel through:

Israel Branches Out...

With the guidance of the Parade staff, each participating group will select a sub-theme and develop it into a creative presentation to bring to Fifth Avenue. With colorful banners, costumes and props, marchers come together on Parade Day in a spectacular show of unity and pageantry.

We invite you to join us in learning about Israel as it relates to: flowers, blossoming, being fruitful, growing, going out on a limb, branching out into (hi-tech), stem-ming the tide of, trees, plants, agricultural models, finding our roots, seeds etc. Put on your thinking caps and use your fertile imaginations to create a Garden of Delight on 5th Avenue!

Attached are your **Cluster Group Registration** materials. Please complete and return the Registration Form, Tone and Spirit Agreement and Registration Fee no later than March 30, 2012. **In addition, please note that you will not be considered registered for the 2012 Celebrate Israel Parade until:**

- 1) We have received the following items from you:
 - ◆ Completed Registration Form
 - ◆ Signed Agreement
 - ◆ Registration Fee
- 2) You have attended a **mandatory Creative Planning Meeting**.

Also, please visit our website, www.celebrateisraelny.org, to access on-line registration forms. The internet-interactive Creative Theme Book will be sent to you by email. Please view on-line so that you can access all the websites/youtubes that are highlighted.

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

We are excited to meet with you to develop your individual expression of this year's creative theme! We look forward to your uplifting, creative, and dedicated participation.

Warmly,

Karen Ostrove
Creative Director

Peter Kohlmann
Executive Producer

The Celebrate Israel Parade is a project of the
JEWISH COMMUNITY RELATIONS COUNCIL OF NY
225 West 34th Street, Suite 1607, New York, NY 10122
Tel 646 467 8030 – Fax 212 983 4084 – parade@celebrateisraelny.org - www.celebrateisraelny.org
JCRC-NY is a beneficiary of UJA-Federation of NY



2012 CELEBRATE ISRAEL PARADE **CLUSTER GROUP GUIDELINES**

Organizations with **fewer than 60 participants** must 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.

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.

Cluster Group registration is a complicated task. The Parade office needs your cooperation with the following procedures to ensure that registration progresses smoothly:

- 1) **ONE** person from the umbrella Cluster Group **MUST** act as a **Primary Cluster Liaison** to the Parade. The Primary Cluster Liaison will be responsible for the following:
 - ◆ Coordinating the Parade Planning Meeting with Parade Staff
 - ◆ Coordinating Parade Preparation within the umbrella Cluster Group
 - ◆ Collecting and submitting payment of the Cluster Group's Registration Fee
- 2) Each group within the cluster must designate a liaison for internal communication.
All liaisons must attend the Cluster Creative Planning Meeting at the Parade office.
- 3) Registration forms **must** include **contact information for each participating organization** and its individual liaison for communications and emergencies.
- 4) Cluster groups are generally comprised of: synagogues/temples, community centers, federations and other community organizations. Other types of groups which wish to join a Cluster Group must notify the Parade office first for approval.
- 5) Cluster Group registration fees must be **PAID IN FULL** by **March 30, 2012**.



2012 CELEBRATE ISRAEL PARADE

RULES AND REGULATIONS

- 1) All Groups must be federal tax exempt 501(c)(3) organizations.
- 2) All Groups must attend a Creative Planning Meeting at the Parade office as part of the registration process.
- 3) All Groups must have the following for the Parade:
 - a. An Organization/Institution Name Banner
 - b. A Theme Statement Opening Banner
 - c. A Closing Banner
 - d. Uniformity of costume/attire
 - e. Hand-held props
- 4) 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.
- 5) No weapons or representations of weapons are permitted as props in the Parade
- 6) The Parade shall approve all banners, props, flags and music used in the Parade. Groups MAY NOT, under any circumstances, insert statements on banners or other props unrelated to their approved theme (e.g. political slogans, divisive or inflammatory statements etc.).
- 7) Each Group's T-Shirts should be coordinated and worn by every participant, including students, principals, teachers, organization directors and staff.
- 8) 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.
- 9) Children under the 4th grade are **NOT** permitted to march in the Parade; strollers and carriages are not permitted in the Parade.
- 10) Talking on cell phones is not permitted in the Parade.



OFFICIAL CLUSTER REGISTRATION FORM

SUNDAY, JUNE 3, 2012

11 AM TO 4 PM RAIN OR SHINE

FIFTH AVENUE FROM 57TH TO 74TH STREETS

Please mark your appropriate cluster group category:

- | | |
|------------------------------------|-------------|
| <input type="radio"/> 2-4 Groups | \$ 750.00 |
| <input type="radio"/> 5-9 Groups | \$ 1,500.00 |
| <input type="radio"/> 10-15 Groups | \$ 1,900.00 |
| <input type="radio"/> 16+ Groups | \$ 2,300.00 |

Please make checks payable to "JCRC" 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: _____

FOR OFFICE USE ONLY:

Registration _____ Agreement _____ Check # _____ Amount _____ Date in Full _____



**DEADLINE FOR CLUSTER GROUP REGISTRATION IN THE
2012 CELEBRATE ISRAEL PARADE IS
MARCH 30, 2012**

Registrations after March 30, 2012 will result in additional fee of \$100.

Cancellations prior to March 30, 2012 will result in a processing fee of \$250.

Refunds will not be issued for cancellations after March 30, 2012.

CLUSTER PARTICIPANTS:

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

Participating Group: _____

Group Liaison _____ E-mail: _____

Address: _____

Telephone/Ext. #: _____ Fax#: _____

Participating Group: _____

Group Liaison _____ E-mail: _____

Address: _____

Telephone/Ext. #: _____ Fax#: _____

Participating Group: _____

Group Liaison _____ E-mail: _____

Address: _____

Telephone/Ext. #: _____ Fax#: _____



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Address: _____

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Participating Group: _____

Group Liaison _____ E-mail: _____

Address: _____

Telephone/Ext. #: _____ Fax#: _____



Cluster Group

Tone & Spirit Agreement and Release 2012

The Celebrate Israel Parade, now in its 48th year, is a pageant-like event whose sole purpose is to demonstrate the community's love for 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 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 and Regulations" of the Parade; and, as a participating Marching Group, we agree to adhere to them. We understand the Parade's requirements as to the Tone and Spirit of the Parade; and, as a participating 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 denied participation and/or removal, by Parade Staff or City Officials, of any and all offending articles, banners, props, etc. from the Parade route that are political and controversial.

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 is not required to 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 (or Cluster 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.

Signature of Cluster Coordinator or Parade Liaison

Name of Organization

Print Name of Cluster Coordinator or Parade Liaison

Date