

PRODUCED BY  ARTCITY



# BRIGHT PARADE

ILLUMINATED HUMAN & ELECTRIC POWERED ART IN MOTION

**Saturday, September 28, 2024 | 7:00 pm**

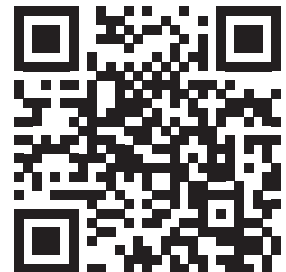
START/END 8th Avenue & High Street | 1.4 mile route through Downtown Eugene

## 2024 PARADE APPLICATION INFORMATION

[CLICK HERE TO APPLY ONLINE](#) or scan the QR code below:

Visit [beambrightparade.com](https://beambrightparade.com) to learn more!

## PARADE PARTNERS



## APPLICATION DEADLINES

Submit your application by **Aug. 23, 2024** to take advantage of EarlyBird Fees.

Applications must be submitted no later than **Sept. 9, 2024** complete with payment.

## BEAM BRIGHT PARADE: LIGHTEN UP!

Eugene's quirk will be illuminated and in motion on **Saturday, September 28, 2024** beginning at 7:00 p.m. in the second annual **BEAM BRIGHT Parade!**

The BEAM BRIGHT Parade is produced by ArtCity, a Eugene-based 501c3 nonprofit that encourages transformation and empowerment through art. The BEAM BRIGHT Parade is supported by City of Eugene Cultural Services with support from the Downtown Program Fund.

Nonprofit organizations, schools, individuals, neighborhood associations, and local businesses are welcomed and encouraged to apply. Artistic collaborations are encouraged! Learn more about Community Partners entries on page 3.

The route starts and ends at West 8th Avenue and High Street. The Judges Reviewing Stand will be at the Farmers Market Pavilion. **See route map on page 4.**

## Using The Theme

Our theme for 2024 is **LIGHTEN UP!** We will celebrate Eugene and all that makes us unique, quirky, and awe-inspiring. When you're in motion on the parade route, think of bringing illumination to your ideas and BE BRIGHT! If you're performing in the parade, share your fancy footwork, choreography, special moves, and style with illuminated inspiration.

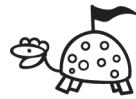
## Parade Entry Categories

**NOTE: All entries must be HUMAN POWERED or ELECTRIC POWERED. Petroleum powered vehicles—automobiles, trucks, motorcycles, scooters or other such modes of motion are NOT allowed. Questions? Email us at [BEAM-BRIGHT-Parade@artcity.art](mailto:BEAM-BRIGHT-Parade@artcity.art)**



### MARCHING UNITS

Choreographed, costumed, and illuminated participants performing (marching, dancing, rollerskating, juggling, hoop dancing, etc.) consistently throughout the parade route. Sound may be incorporated and props may be carried or propelled.



### SPECIAL FEATURES

One or more large focal points surrounded by smaller units. The central unit can be human- or electric-powered accompanied by marchers. Creative lighting, costuming and decorations win the day! Examples include puppetry, banners, or other oversized props.



### UNIQUE NON-MOTORIZED VEHICLES

Human or electric propelled vehicles (see note above). Decorate, illuminate, and coordinate bicycles, tricycles, unicycles, scooters, strollers, skateboards, pedicabs, kinetic sculptures, wagons, and wheelbarrows.



### ANIMAL UNITS

All animal entries, especially groups/clubs with horses, camels, llamas, etc., must include **Active Pooper Scooper participants** who remove all animal waste in the staging area and ALL along the parade route; **no exceptions.** All animals must be on leashes, contained, or reigned for their safety and the safety of parade participants and audience members.



### MUSICAL ENTRIES

Musical performers include school marching bands (and any accompanying drill teams or dance teams), community musical organizations, and other types of entrants using music as their primary focus (cultural music, Taiko, difficult music, new music, jazz bands, rock bands, a capella, electronic, classical groups, etc.).

## Application Criteria

**The BEAM BRiGHT Parade is limited to a maximum of 100 entries. ALL entries must be ILLUMINATED.**

A Selection Committee (artists and parade organizers) reviews all applications. The Selection Committee reserves the right to choose only those entries that meet the criteria established in this application. All entrants are encouraged to collaborate with an artist/creative. *Please complete your applications with as much detail as possible, as acceptance of your entry is based only on the information you provide.*

### DESIGN CONCEPT

Entry is well-designed and has an exceptional central theme or idea. We get your message in 20 seconds!

### ADHERENCE TO THEME

Entry uniquely incorporates the 2024 parade theme, **LIGHTEN UP!** and incorporates illumination.

### ENTERTAINMENT QUALITY

The entry is fun, clever, and well-received by an audience. You make us want to stand up and cheer and inspires us!

### TECHNICAL DESIGN

Entry easily travels the parade route, meets size restrictions and is human- and/or electric-powered or propelled.

### USE OF SOUND

Recorded or live music, use of instruments, chants/singing, or other audio is effectively used by your entry.

### CHOREOGRAPHY/MARCHING

There is an interesting, unusual, and exciting routine performed consistently throughout the parade route.

### COSTUMING/PROPS

Costumes are original, unusual and/or well-designed. Props are inventive, and are large enough to be visible to the audience.

### MAXIMUM DIMENSIONS FOR ROUTE SAFETY

Maximum width: 16 feet

Maximum height: 13 feet

Maximum length: 60 feet

Minimum frame clearance to ground: 10 inches

## Entry Fee Categories

There are four fee-based categories. (School programs and school bands do not pay an entry fee). Determine the type of entry you plan to enter and then determine your fee category: Nonprofit/Private, Commercial, Community Partners, Candidate. Entry fees are payable by PayPal to @ArtCityOregon, by Venmo to @ArtCity, or by check mailed to ArtCity Oregon, 160 E Broadway, Eugene OR 97401. **Entry fees are non-refundable.**

### NONPROFIT/PRIVATE ENTRY

Any and all not-for-profit businesses and organizations; includes churches, community organizations, nonprofit agencies, neighborhood groups, government agencies and private individuals.

**EARLYBIRD FEE PAID BY AUGUST 23, 2024: \$35**

**FEE PAID AFTER AUGUST 23, 2024: \$50**

### COMMERCIAL ENTRY

Any and all for-profit businesses and organizations. Any entry that displays an advertising message.

**EARLYBIRD FEE PAID BY AUGUST 23, 2024: \$100**

**FEE PAID AFTER AUGUST 23, 2024: \$125**

### COMMUNITY PARTNERS ENTRY

Open to any business that joins with a nonprofit organization or school group, creating one entry and a single fee.

Businesses can help showcase an organization or group that may not have the capacity to participate otherwise. It is the responsibility of the business and nonprofit/school group to create the partnership. Either partner may complete and return the application. Include both partners' contact information on your entry. Select a primary contact to receive your official staging number and day of event information.

**EARLYBIRD FEE PAID BY AUGUST 23, 2024: \$50**

**FEE PAID AUGUST 23, 2024: \$75**

### POLITICAL CANDIDATE

Any and all candidates running for political office, or currently holding an office, in any parade unit.

**FEE: \$150**

### SCHOOL ENTRIES

Any and all school programs or bands entering the parade **DO NOT** pay an entry fee.

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# BEAM BRIGHT PARADE

## Awards and Prizes!

The BEAM BRiGHT Parade will be judged by an exceptional panel of community members.

The BEAM BRiGHT Parade awards participant recognition tokens to all entrants, and \$100 cash prizes to officially registered parade entrants that are highly entertaining and best represent the award's category. Entries are judged on entertainment value to the audience, creativity and concept, audience reaction, and enthusiasm of the parade entrant(s).

**BEST OF SHOW:** The SLUG Award

**BEST VIEW:** Best Decorated Entry

**BEST DRESSED:** Best Use of Costuming

**BEST IN STEP:** Best Marching

**BEST LAUGHS:** Best Use of Humor

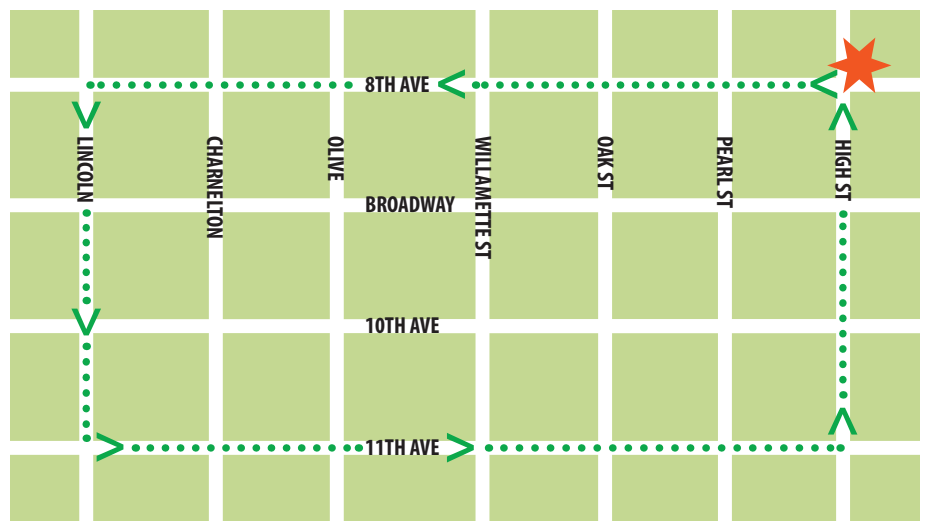
**BEST LISTENING:** Best Use of Live Sound

**BEST BRiGHT:** Best Use of Lighting

**JUDGES KNOW BEST:** Judges' Choice

## 2024 Parade Route

The BEAM BRiGHT Parade Route starts and ends at 8th Avenue and High Street. Once your entry has been accepted for the 2024 parade, you'll receive additional information about staging and parking areas. The Judges Review Panel will be at the Farmers Market Pavilion at the corner of 8th Avenue and Oak Street.



## Parade Policies

**ALL APPLICATIONS MUST BE RECEIVED BY MONDAY, SEPTEMBER 9, 2024, and are subject to review by the ArtCity BEAM BRiGHT Parade Selection Committee.**

**ENTRIES MUST OBSERVE ALL APPLICABLE RULES, REGULATIONS AND POLICIES OR BE BARRED FROM THE PARADE.** The ArtCity BEAM BRiGHT Parade Committee reserves the right to remove from the parade, either prior to assembly, at assembly or any time during the parade, any entrant not conforming to the rules, regulations and policies, or any entrant refusing to follow instructions of police or parade officials. The Parade Selection Committee must approve all entries before entering the parade route. Failure to adhere to the rules, regulations and policies may result in a one year suspension from participation in the BEAM BRiGHT Parade. As producers of the BEAM BRiGHT Parade, ArtCity reserves the right to deny participation, day of parade, if entry details vary from original accepted application.

**ABSOLUTELY NO MATERIAL MAY BE HANDED OUT OR THROWN ALONG THE PARADE ROUTE.** Parade entrants are prohibited from distributing merchandise, gifts, candy, literature or other such materials.

**PARADE DELAY CAUSED BY ANY ENTRY MAY RESULT IN A DEDUCTION IN JUDGING OR DISQUALIFICATION FROM COMPETITION.** Any entry stopping in front of the Judges Reviewing Stand to specially perform or to bribe the judges will automatically be disqualified from competition for awards. All entries must maintain forward motion during the parade.

**ALCOHOLIC BEVERAGES AND OTHER CONTROLLED SUBSTANCES ARE FORBIDDEN IN ANY ENTRY OR ON THE PERSON OF ANY ENTRY PARTICIPANT.** Participants consuming alcohol prior to parade start will not be permitted to enter the parade route, and persons using alcohol or other controlled substances during the parade will be removed.

**PARADE PARTICIPANTS ACKNOWLEDGE THAT THE BEAM BRiGHT PARADE IS A FAMILY ORIENTED EVENT.** The ArtCity BEAM BRiGHT Parade Committee reserves the right, in its sole discretion, and at any time, including the day of the parade, to disallow parade entries that it deems offensive or unduly divisive. Entries may be historical, humorous or modern in design. Those planning entries should remember a large part of the audience will be children.

**IN ORDER TO BE ACCEPTED YOU MUST COMPLETE THE DESCRIPTION SECTION OF THE APPLICATION.** Incomplete applications will not be eligible for entry.

# BEAM BRIGHT PARADE

## 2024 BEAM BRIGHT PARADE APPLICATION FORM

PLEASE COMPLETE BOTH SIDES OF THIS APPLICATION OR [CLICK HERE TO APPLY ONLINE](#)

**EMAIL THIS COMPLETED APPLICATION** to BEAM-BRIGHT-Parade@artcity.art or **MAIL** to ArtCity Oregon, 160 E Broadway, Eugene OR 97401

**PAY YOUR ENTRY APPLICATION FEE ONLINE** at [PayPal](#) to @ArtCityOregon or [Venmo](#) to @ArtCity or **MAIL YOUR CHECK** to address above

### PARADE UNIT (Review the 2024 Application Information and CHECK ONE ONLY)

- Marching Unit    Special Feature    Animal Unit    Unique Non-Motorized Vehicle    Musical Band    School Entry

### CONTACT INFORMATION (required)

ORGANIZATION NAME

CONTACT PERSON

ADDRESS

CITY/STATE/ZIP

WORK/HOME PHONE

EMAIL

### PARADE PARTNER/ARTISTIC CREATIVE PARTNER INFORMATION (if any)

ORGANIZATION NAME

CONTACT PERSON

ADDRESS

CITY/STATE/ZIP

WORK/HOME PHONE

EMAIL

### STAGING INFORMATION

ENTRY DESCRIPTION (Complete both portions of Entry Description on back of application)

NUMBER OF PEOPLE IN ENTRY \_\_\_\_\_ TYPE/NUMBER OF UNIQUE VEHICLES \_\_\_\_\_

WILL YOUR ENTRY USE MUSIC?    LIVE    AMPLIFIED   If so, please describe \_\_\_\_\_

ANIMALS? TYPE/NUMBER \_\_\_\_\_

Any additional information that will assist staging your entry: \_\_\_\_\_

### ENTRY FEES (Check one only) APPLICATION WILL NOT BE PROCESSED UNTIL FEE IS PAID VIA PAYPAL/VENMO OR BY MAIL (see above)

- Nonprofit/Private *EarlyBird* **\$35**    Commercial *EarlyBird* **\$100**    Community Partner *EarlyBird* **\$50**    Political Candidate **\$150**  
 Nonprofit/Private *after Aug. 23* **\$50**    Commercial *after Aug. 23* **\$125**    Community Partner *after Aug. 23* **\$75**    School Marching Band (no fee)

**PAYMENT VIA**    PAYPAL    VENMO    CHECK   **AMOUNT PAID \$** \_\_\_\_\_   **PAYMENT DATE** \_\_\_\_\_

### RELEASE STATEMENT

In consideration for ARTCITY OREGON allowing the above described business or organization to participate in the 2024 BEAM BRIGHT PARADE, I, the undersigned, being duly authorized by the application vendor and on its behalf, and on behalf of its personal representatives, owners, employees, volunteers and agents, hereby waive, discharge and release any and all rights and claims for injury to myself or others, loss or damage to personal property and the property of the organization, including theft or vandalism thereof, that may be suffered as a result of said participation in the 2024 BEAM BRIGHT PARADE. On behalf of myself, the above described business or organization and its employees, volunteers, and agents, I further authorize the taking and use of photographic images of the parade entry, personal representatives, employees, volunteers and agents, associated with said business or organization for future promotional use by ARTCITY OREGON, the 2024 BEAM BRIGHT PARADE, and the CITY OF EUGENE, and waive any and all rights to said images or revenue derived from said images. I have read, understand and accept the terms of the release agreement and application:

SIGNATURE

DATE

