



CHERRY FESTIVAL PARADE APPLICATION

Saturday June 3, 2023 – Parade at 10:00 a.m.
Downtown San Leandro – East 14th Street

Join us on **Saturday, June 3, 2023**, from 11:00 a.m. to 6:00 p.m. in Downtown San Leandro for our highly anticipated, annual Cherry Festival!

The Cherry Festival is a long-standing community tradition celebrating our past, present, and future. The first festival was held on June 5, 1909, when cherry production was so great that San Leandro was dubbed as “The Cherry City.” Many things have changed over the years, but one thing that remains the same is the strong sense of identity and pride the Cherry Festival brings to the San Leandro community.

This year’s Cherry Festival Parade will be held on Saturday, June 3, from 10:00 a.m. – 11:00 a.m. in historic downtown San Leandro on East 14th Street, running under one mile from the BART South Parking Lot, down Parrot Street, heading North on E. 14th Street towards San Leandro Main Library on Estudillo Avenue.

We encourage all San Leandro residents and groups to join us by participating in the parade as parade entries or as spectators. If you wish to take part in the parade, please read the following information and complete and return the parade application form.

Pre-Parade Participants Informational Meeting:

One representative from each entry will be required to attend a **Pre-Parade Informational Meeting on Thursday, June 1, 6:30 p.m. via Zoom** to receive entry parade position and other important information.

Staging:

BART South Parking Lot across from Parrot Street, will be this year’s staging area. Float participants will be permitted into the staging area via San Leandro Blvd. to proceed to their parade entry spot. If you are part of a walking group, drop-off will be permitted and pickup will be at the San Leandro Main Library, 300 Estudillo Avenue. Staging will begin at 8:00 a.m. Please be on time. Late arrivals may lose their place in the parade.

Youth Participants:

All groups with children under 18 years of age will be required to have an adult chaperone with the group. Adult chaperone must stay with the children throughout the duration of the parade and until the child is released to an authorized adult. In general, one adult for every ten youths is encouraged.

Floats:

All floats must be safe for both float participants and spectators. We reserve the right to pull from the parade any float we consider unsafe. Please ensure that all people and props are secured on the floats and are fire retardant. We discourage throwing/tossing of candy and/or giveaways from the floats; handing out fliers or items via a walking float participant is allowed.

Political Officials:

Elected office holders who represent the residents of San Leandro are welcome to join in the parade. We are limiting participation to current elected officials. The only exception is that former Mayors of San Leandro will be invited to join in the parade, **(may not be provided)**. Applications that involve any campaign related activity will not be accepted.

End of Parade:

The parade ends at the San Leandro Main Library Parking lot. All floats and vehicles will be instructed to park in a designated area.

Family Friendly Atmosphere:

All entries must be appropriate for audiences of all ages and cultures. The parade committee reserves the right to eliminate any entry not appropriate for our diverse audience.

Awards:

Parade awards will be given in the following categories:

- San Leandro Spirit Award
- Cherry Parade Award
- Creativity Award
- Youthful Spirit Award
- Musical Award
- Judge's Choice Award
- School Award
- Best Float Award
- Association/Organization Award
- Business Award

For questions, email us at CherryFestival@sanleandro.org

Logistical support of the Cherry Festival Parade is provided by the San Leandro Recreation and Parks Commission and the San Leandro Rotary.

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(Please Print Clearly)

Name of Business/Organization: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Cell or business: (_____) _____ E-Mail Address: _____

Parade Entry Type – select all that apply:

Walking group Marching Band Music/Singing

Float (Trailer/Truck) equestrian Car

Other Performance Group Type of Performance: _____

Please note: There will be a 45-second time limit on performances, which includes positioning in front of the Judges, in order to ensure the parade runs smoothly.

Expected number of parade participants: _____ Approximate length of Entry (in feet): _____

Does your group include children under 18 years of age? yes no

(If yes, please complete chaperone info. One adult chaperone for every 10 youth is encouraged.)

Lead Chaperone Name: _____

Lead Chaperone Cell Phone: _____

Description of parade entry for announcers to read as entry passes judging stand (50 words or less):



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(Please Print Clearly)

RELEASE OF LIABILITY, INDEMNIFICATION AND HOLD HARMLESS

I, _____ have read both the Application including the Information Sheet and agree to comply with all the rules and regulations of the Cherry Festival Parade. In order to participate in the Cherry Festival Parade, on behalf of the organization I represent, I agree to assume all risks inherent in and arising from participating in this activity and agree to indemnify and hold harmless the City of San Leandro, it's Officers, Employees, Boards, Commissions, Volunteers and Agents from and against any injury, illness (including, but not limited to, COVID-19), damage, claims, actions or suits arising out of the City of San Leandro Cherry Festival Parade, including those caused by negligence of the parties being indemnified and/or any dangerous condition of property of the parties being indemnified, and further agree to defend and indemnify the City of San Leandro from and against any injury, illness (including, but not limited to, COVID-19), damage, claims, actions or suits arising out of or connected with the City of San Leandro Cherry Festival Parade. I acknowledge that the City of San Leandro takes photographs or other recordings of its activities and events for publicity and authorize the use of my image by the City. I declare that I am authorized to provide the information given herein, and that, to the best of my knowledge and belief, it is true and accurate. I have read and understand the above agreement. I further understand that it is binding upon myself and my organization, party/parties which I represent.

Signature: _____

Print Name: _____

Date: _____

Please return application on or before Wednesday, May 3, 2023

Cherry Festival Parade, c/o Recreation Division, 15301 Wicks Blvd., San Leandro, CA 94579

Customer Service: (510) 577-3462

Email: CherryFestival@sanleandro.org

