



June 11, 2018

Dear Parade Participants,

It's almost here! There's less than two weeks until the 2018 Pride Parade, and we are thrilled to be enclosing your entry permits and related documentation with this letter. **Please read through this documentation carefully, as information has changed from previous years.**

### **Permits:**

- Permits are issued in sections alphabetically, and subdivided numerically. Groups that registered a marching contingent and a vehicle will be issued a separate permit for each. In the case of multiple permits issued to your group, our numbering sequence ensures that your entire contingent will be together; **do not contact us if your numbers are not concurrent, as this is deliberate**
- Please print your permits and have them displayed for inspection upon check-in and entering the Church/Bloor intersection. Vehicle permits should be **prominently** displayed in the windshield to assist parade marshals with identifying your entry.

### **Vehicles:**

- Vehicle permits are valid for **one** vehicle only. If there is an error in the number of permits issued to you, please contact us immediately at [parade@pridetoronto.com](mailto:parade@pridetoronto.com).
- Unpermitted vehicles will be denied entry into the staging area. With the size of the parade this year, we cannot allow exceptions this policy. This includes extra entries in the parade and supply vehicles. Groups are strongly encouraged to have their floats as parade-ready as possible at check-in time.
  - To emphasize the above, **only permitted vehicles are allowed on Rosedale Valley Road**. Vehicles that are delivering parts, decorations and/or people will not be allowed, as they will not be able to get out once they are done
- Permit placement numbers (your alphanumeric number, such as H42) for vehicles will be chalked onto the street at Rosedale Valley Road. Once you locate your assigned spot, please ensure that you park within it, that any final work on your float is conducted within the chalked area (so that you don't spill into the other lane where parade traffic may still be passing), and that your driver remains with the vehicle in case it needs to be moved. All vehicles will be called to move up to Church Street at approximately 1:40PM
- **If your vehicle length has changed at all from what you've told us, please inform us as soon as possible—this can significantly disrupt the Parade order!**

## Logos:

**No group may display logos other than their own.** No third-party branded sponsorship of any kind is permitted on the parade route. This will be strictly enforced this year and may result in your exclusion in the parade if violated.

## Marchers:

- Marching groups will meet on Bloor between Ted Rogers and Church; the best way to access by TTC is at Sherbourne station, as Bloor/Yonge will be exceptionally busy
- If the contingent size on your marching permit is inaccurate (by more than 50 people), please let us know at [parade@pridetoronto.com](mailto:parade@pridetoronto.com). It is important that we have a reasonably-accurate estimate of the number of participants in advance of the parade.

## How Marcher Organization Works:

- The leader of your Contingent (probably you, or a delegate who has your marching permit) will check in with our registration desk in front of the Manulife building—please tell all others in your group **not** to go here, as it will clog up the desk
- Once you have registered, you will be instructed to find the Parade Marshal holding a sign with the letter that corresponds to your permit (e.g. Marshal F if your permit says F76)
- Meet with that Marshal and work with them and the other groups in your letter to arrange yourselves numerically—you will be instrumental in making this work, as the Marshals cannot do it on their own
- The marcher area can get quite chaotic, due to the hundreds of groups and thousands of marchers. To reduce this, PLEASE make clear to all your participants when they are to show up—we've scheduled your groups to have plenty of time between arrival and marching, so there is no need to have (and it can cause serious problems when) your marchers arrive before your scheduled time
- Please make sure your group members know who to look for—having your own (small) sign or wearing a particular shirt is an easy way to do this. Due to the size of the Marching Area, Parade Marshals will not be able to help marchers who are looking for their group
- The marcher staging area can get quite loud and rowdy—please ensure that your group listens to marshals and organizers to keep things flowing!

## Sampling:

- Sampling is the distribution of any products or printed matter to the crowd during the parade. Groups who wish to sample must have applied and paid the sampling fee in order to do so. To help us ensure fairness through the process, marshals along the route will be looking out for groups who are sampling without approval. Pride Toronto reserves the right to invoice groups after the fact in order to ensure a fair environment for all participants.
- As a reminder, no food items may be distributed to the crowd, regardless of how they are prepared or packaged, and condoms distributed must be Trojan-brand.

## Arrival times:

- Early admission to the vehicle staging area is at the discretion of the parade coordinator, and is generally not permitted. Since Rosedale Valley Road is a two-lane road, with one lane dedicated to parking/staging and the other a one-way street that leads to each parking spot, call times are designed to ensure the line-up builds from top-to-bottom. For that reason, vehicles arriving in advance of their call time can compromise the safe access to the staging area of other vehicles ahead of them.
- The check-in booth will be at the bottom of Rosedale Valley road. **You must be heading southbound on Bayview in order to access check-in desk.** Vehicles are expected to arrive in relatively parade-ready condition (subject to safety standards for transportation).
- The City of Toronto will have several roads closures throughout the festival weekend; many of which may affect your ability get directly to the vehicle staging area. For example, Bloor will be closed on parade day morning between Yonge and Church for the erection of barricades. Please stay tuned to Pride Toronto's website for a more complete list of closures and times that may affect you on parade day, and plan your travel accordingly. Google Maps is your best friend for figuring out your way to the Entry Point
- As stated above, many marching call times are later than 2:00PM, when the Parade starts— this is necessary to accommodate the expected number of marchers in the staging area on Bloor Street. Please have your marchers arrive as close to the call time as possible; **do not instruct your marchers to arrive before then!**

## De-staging:

- The parade turns East from Yonge onto Dundas. From there, a Marshal will be directing walking participants to continue South on Victoria. Vehicles will proceed further East on Dundas to a **brief** de-staging area west of Church.
- Vehicles will be allotted **five minutes** to render their floats safe for travel offsite, then will exit the festival zone by turning North or South at Jarvis. Marshals will be ensuring that the de-staging area does not become congested with vehicles spending too much time in the area.
- In the same way that our festival zone is not able to accommodate full float building, it regrettably also does not accommodate full deconstruction. It is expected that these activities will be done offsite, and we appreciate both your understanding and your cooperation.
- Marchers who are directed South on Victoria can regain entry to the festival site from Church Street.

## **Safety and Parade Flow Considerations:**

In order to ensure that the event is executed swiftly and seamlessly, it is imperative that groups **do not stop** along the parade route for ANY reason unless directed by a marshal. Your contingent cannot stop for photography or media interviews. If necessary, a designated individual from your group may converse with the media on the outskirts of the route and catch up to the group once done. Parade marshals will be enforcing this flow. If your group's choreography contains fixed-position dancing, we require that you execute this when the parade is halted for other reasons (e.g. allowing streetcars through at College). Take advantage of temporary pauses, but please don't cause them.

For safety purposes, there will be no boarding or disembarking of vehicles at Church & Bloor. If you intend to ride ON your vehicle, you must meet your vehicle at its staging location on Rosedale Valley Road, and board it there. Similarly, parade participants are not permitted to hop on and off their vehicles along the parade route. Unsafe conduct of this form will jeopardize your future participation in Toronto's Pride Parade.

We receive many requests every year for specific placement in the parade. We have done our best to accommodate as many of those requests as possible while factoring in safety and logistical considerations brought to our attention. We hope your parade experience this year will be a fun and fabulous one, and we welcome your feedback to us afterwards as we continue to strive to make Toronto Pride the best parade in the world.

Happy Pride! Let's do this!

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Pride Toronto