

SEATTLE 
PRIDE

SEATTLE PRIDE® PARADE
CONTINGENT GUIDEBOOK

2024

About the Seattle Pride® Parade	3
Disclaimer	3
Cheat Sheet	4
Registration Checklist	4
Important Dates	4
Planning Stages	5
Parade Contingent Meeting	5
Parade Lineup Placement	5
Script for Announcing Your Contingent	6
Coordinating with Your Participants	6
Embrace the Theme	7
Hot Weather	7
Signs, Attire, and Decor	7
Inflatables	8
Clean-Up & Trash	8
Content Restrictions and Prohibited Items	9
Advertising	9
Animals	9
Registering Vehicles	10
Vehicle Guidelines	10
Arriving for Parade Day	11
Assigned Staging Area Location	11
Staging Your Group	11
Parking	12
Check-In	12
Piggy-Backing	12
Staging Instructions for Vehicle Operators	13
Assisting with Crowd Control in Emergencies	13
Protesters	14
Extreme Weather Policy	14
Alcohol & Illegal Substances	14
Motorcycle Groups	14
Starting your Journey of Pride	15
Pace and Minding the Gaps	15
Interacting with Spectators	15
Etiquette and Safety	15
End of the Parade and Disassembly	16
Pedestrians	16
Vehicles	16

About the Seattle Pride® Parade

We're excited to have you join us for the Annual Seattle Pride® Parade - and 2024 marks Seattle's 50th Anniversary of Pride! June in Downtown Seattle for the Northwest's largest LGBTQIA+ Pride Parade. Stay tuned for details on the Parade Route, announcer stages, accessibility accommodations, and logistics.

Seattle Pride® produces this annual event to honor the Stonewall Riots of late June 1969, which sparked the LGBTQIA+ rights movement. Your participation helps promote equal rights and celebrates our history without prejudice. Thank you for joining us in celebrating our history and promoting equal rights without prejudice.

These guidelines are to help you streamline preparation, set up, marching, and disassemble. Whether you're a first-timer or a seasoned participant, please read and share this packet for a successful Parade experience.

Disclaimer

Seattle Pride Staff and Parade Director have authority to remove any participant or contingent for rule non-compliance. Seattle Pride may investigate and prevent future participation for policy violations. Seattle Pride is not liable for float use or associated activities per City, State, and Federal Laws.

No alcohol, illegal substances, or firearms are allowed during the Pride Parade event or within the permit area. Seattle Pride can remove any person or vehicle for unsafe behavior, rule violations, or any action causing Parade delays.

All participants are responsible for any and all acts and/or omissions on their part, or on the part of their agents, volunteers and/or employees that may result in injury or damage to themselves, their agents, employees, or to third parties. Participants specifically agrees to indemnify and to hold Seattle Out & Proud dba Seattle Pride and its agents, volunteers, and employees free and harmless and to defend it from any and all claims arising out of such acts or omissions.

Cheat Sheet

- **Date:** Sunday, June 30th, 2024
- **Location:** Downtown Seattle along 4th Ave
- **Contact the Parade Team:** Programs@SeattlePride.org
- **Theme:** Now! – Our 50th Anniversary rallying cry
- **Max Group Size:** 200 people
- **Max Vehicles:** 2 vehicles (must be pre-registered)
 - **Max Dimensions:** 12ft wide x 25ft long x 12ft high (street to highest point)

Registration Checklist

- EventHub – Registration Platform
 - [Apply, Pay, and Update information](#)
 - [EventHub Resources & Help Center](#)
- Read this Guidebook
- [Submit Onboarding Form](#)
 - Script for Announcers to reach (<200 characters)
 - Contingent Size
 - Vehicle Info: Number, Size, Hold Harmless, License, Insurance, and Registration
- Distribute safety and Parade details to your contingent
- Attend Contingent Meeting
- Plan your logistics for Parade arrival
- Attend the Parade!

Important Dates

- Registration Windows:
 - Early Bird (10% off): through Feb 29, 2024
 - Regular: Mar 1 – May 10, 2024
- Final Deadline for all required documents: **Fri, May 10, 2024**
 - Registration (marchers and vehicles)
 - Script Submission
 - Onboarding Materials
- Contingent Meeting Date: **Tues, May 28, 2024**
- Parade Line-Up Delivered: early June
- Final Driver & Vehicle Information Due: Verified At Parade

Planning Stages

The months and weeks leading up to the Parade: group sizes, float requirements, Parade placement, and communications.

Parade Contingent Meeting

In accordance with our event insurance, there is a contingent meeting a few weeks prior to the Pride Parade. We discuss pertinent safety information, contingent lineup order, and answer questions from attendees.

Failure to attend may place your group as the last contingent of the Parade.

Location: [The Westin Seattle](#), 1900 5th Ave, Seattle, WA 98101

Date: Tues, May 28, 2024 (7:00pm–8:30pm; doors at 6:30pm)

Parade Lineup Placement

Placement Factors

- Your group's position is determined by factors such as registration completion, group type, number of marchers and vehicles, and more. We consider the overall presentation of the Parade and may make adjustments for conflicting displays, themes, amplified music, and other details.
- For the best placement opportunity, register early.

Placement Requests

- If a group desires to be placed away from another group, please let us know before the Registration Deadline. This only needs one group's permission.
- If groups desire to be placed next to another group, it must be requested before the Registration Deadline, Seattle Pride will try to accommodate the requests. These requests must be agreed upon by all parties.
- Requests to move further back in the order are generally approved; requests to move forward toward the front are not considered.
- While Seattle Pride makes every effort to stick to the final contingent line up order, we reserve the right to adjust line up order at any point, including in real-time during the Parade.

Delivery of Parade Order

- The preliminary Parade order will be distributed no later than the second week of June. This will be a graphic of group staging locations. Minor adjustments may occur resulting in a different placement on Parade Day.

Script for Announcing Your Contingent

Your group's name and script will be announced at each Parade announcer's stand. Last-minute changes may affect the Parade order and announcements are not guaranteed but will be made in good faith on the day of the Parade.

Provide up to **200-characters** for a script complying with free speech guidelines. Scripts exceeding 200 characters may be edited, and Seattle Pride reserves the right to edit descriptions as needed. Submission deadline is **May 10, 2024**.

Coordinating with Your Participants

Each contingent is limited to a maximum of 200 participants marching with them. Accurate numbers are crucial for lineup efficiency. Underestimating may result in adjustments by Seattle Pride, such as participant/vehicle limits or lineup changes.

Group Leaders

Group Leaders play an important role and are the: official liaison between Seattle Pride, SPD, and the participants, point of contact in an emergency, and members of each contingent who ensure adherence to these rules. The ratio of Participants to Leaders is 50-to-1 and additional Leaders are encouraged for groups with vehicles.

Pro Tips: Organizing a large group of people is difficult.

- **Communication:** Plan effective communication channels for updates and important information (RSVP Forms, Discord, WhatsApp group chat, mailing lists, internal webpages, etc)
- **Timeline Transparency:** Outline a clear timeline for when participants can expect crucial details such as arrival time, staging information, and more
- **Collaborative Planning:** Recruit co-conspirators to help plan the logistical and *fun* aspects of marching!
- **Easy Identification in Staging Area:** Ensure easy identification of group leads in the staging area through distinctive features like bright shirts, signs on vehicles, etc.
- **Prepare for Delays:** Prepare your group for potential delays in the staging area, considering various factors that can impact the speed of transition from staging to marching.
- **Contact List:** Maintain a comprehensive list of important contacts, especially cell phone numbers, for effective day-of communication (group leads, vehicle drivers, etc).

Embrace the Theme

Celebrate our 50th anniversary with the theme "Now!" in honor of the original rallying cry for the recognition of Seattle's LGBTQIA+ community. Infuse it into your Parade style—outfits, floats, and decorations. Get creative and colorful with costumes, props, and vibrant moves. Keep in mind that the spectators have a limited view, so focus on music, color, and huge costumes. Let's honor the past with respect and look forward with ambition, pride, and hope for everyone under the LGBTQIA+ umbrella.

[Read more about our theme here!](#)

Hot Weather

Prepare those marching for heat, sun, and slow movement (2.5 mph) for approx 2–3 hours. Contingents must bring water and any necessary items for protection (hats, sunscreen, umbrellas, fans, snacks, etc) for their participants.

Vehicles

In past years, vehicles have overheated and needed to drop out of the Parade. If your vehicle must drop out early, alert Parade staff so a path can be cleared at the nearest intersection.

Signs, Attire, and Decor

Visual Appeal

Seattle Pride encourages visually stunning and expressive contingents and floats. The most popular contingents convey the message of Pride through big, colorful, and decorated displays.

Message Communication

Another key element to communicate your message is your signage. Utilize signs, banners, attire, and visual/audio media to inform spectators about your group.

- Ensure signage reflects your registered organization. No advertising of parent, sponsored, or additional companies is allowed.

Effective Signage

- Elevated, colorful signs with large, bold lettering (1–2" tall) are most effective.
- Signs must be below 12ft to avoid overhead cables/traffic lights.

Pro Tips:

- Test sign legibility from 50ft away.
- Use lightweight PVC pipe as frames for banners – lightweight and durable.
- Attach a second horizontal pipe at bottom of banner so it doesn't blow around
- Banners can get heavy while walking; consider creating a way to distribute the weight. For example:
 - Use a rope, belt, and notch system to hold weight on waist ([click here for a video example](#))
 - affixing wheels to the bottom of vertical PVC pipes to push along instead of carrying.



Additional horizontal PVC pipe



Rope, belt, and notch system

Inflatables

Inflatable balloons are permitted if tethered to a vehicle/float or held securely by Parade participants. Inflatables must be below 12ft to avoid overhead cables/traffic lights.

Clean-Up & Trash

Please use eco-friendly/reusable items. Contingents must provide trash bags for their participants' garbage & litter throughout the event. Non-compliance may result in sharing cleanup expenses.

Content Restrictions and Prohibited Items

- **Public Speech requirements:** No lewd, profane, or indecent expressions allowed. Signage must comply with legal requirements of public speech.
- **Police uniforms, insignia,** vehicles, and propaganda are prohibited. Officers can march out of uniform.
- **Firearms** are strictly prohibited.
- **Cannons, guns,** or other loud jarring noises are prohibited. Music is fine.
- **Confetti, glitter,** or the like is not permitted to be thrown by contingents. (Body glitter/painted onto items is fine). Violators will be issued a cleanup fee and may be disqualified from participating in future Seattle Pride events.
- **Candidates & Political Groups:** Candidates may display signs for their own campaign. Supporters may not register separately; the candidate must be part of the contingent they're named in.
- **Businesses:** May include the company logo and wear company-branded costumes or uniforms. Avoid promoting specific products or services.
- **Solicitation of Pledges:** No organization may solicit money or pledges along the Parade Route.

Advertising

Advertising at the Parade requires contributing to its production. Contact our Partnerships team for opportunities: Sponsorship@SeattlePride.org. Advertisements must align with free speech guidelines and reflect the registered organization's values. Seattle Pride reserves the right to remove content conflicting with its mission and values. Unregistered organizations can't display signs, banners, or media.

Animals

Seattle Pride offers guidelines for animal companions considering participation in the Parade:

- The Parade route is up to 1.8 miles long. Consider your pet's health and stamina. A test walk of this length is recommended.
- Consider protective footwear to protect your pet's feet from hot asphalt.
- Ensure your pet has access to plenty of water throughout the event.
- Pick up your pet's poop; put it in the garbage or carry it with you.
- Supervise your pet to prevent them from consuming small items.
- Only licensed pets are permitted along the route.
- Animals must be leashed at all times.

- Parades are loud and chaotic; prepare animals accordingly. Unsocialized or unruly behavior may result in removal from the Parade.
- Seattle Pride reserves the right to exclude any animal from participation.

Registering Vehicles

Number of Vehicles per Contingent

Contingents are allowed to register up to 2 vehicles, with an additional fee for vehicle inclusion. Remember that a float is considered one vehicle, so a truck pulling a float counts as two vehicles

Vehicle Sizes

- **Standard:** Fits in a standard city parking spot (car, pickup truck, SUV, etc)
- **Standard Size Trailer:** shorter than 12ft
- **Oversize:** floats, semi-trucks, fire engines, or other large vehicles
- **Oversize Size Trailer:** longer than 12ft

Note: Seattle Pride may discuss and approve or deny oversize vehicles due to capacity constraints. Oversized vehicles must safely navigate the 90° Denny Way turn.

To obtain access passes for vehicles or floats complete your required documents on the EventHub registration portal. These are required for each vehicle driver:

- Provide signed Hold Harmless Agreements
- Driver's license
- Registration
- Proof of insurance for each vehicle

Assumption of Risk and Liability

Vehicle operators in the Parade assume full liability for any damages, loss of personal property, or injuries incurred, waiving any claims against Seattle Pride. Operators must maintain adequate insurance coverage to indemnify themselves and Seattle Pride.

Vehicle Guidelines

- **Max Vehicle Dimensions:** 12ft wide x 25ft long x 12ft high (street to highest point)

- Exceeding 12ft high risks encountering overhead cables.
- Oversized vehicles may struggle with corners or obstacles.
- **Railings:** Floats must have railings at least 3ft high where participants stand or ride.
- **Trailers:** Must be towed by a vehicle with a turning radius no greater than 30ft
- **Open flames** are prohibited
- **Fire extinguishers** are required for floats
- **Safety Monitors:** One per vehicle wheel to prevent accidents

Arriving for Parade Day

The morning of the Parade: arrival, staging, and what you will need to bring.

Assigned Staging Area Location

Soon after the Contingent Meeting, an email will be sent to you with your organization's position, staging group, location, suggested arrival time, and vehicle access details along 4th Ave.

- **Do not arrive before your designated window.** Early arrivals will disrupt the organization of contingents in the correct order.

Note: Arrival routes may be altered by unforeseen road closures, construction, and day of traffic. Use good judgment to access 4th Ave as close as possible to your staging area.

Staging Your Group

The Staging Team can change contingent order and has final placement authority. Your cooperation and understanding are appreciated; follow instructions promptly.

Cross streets of 4th Ave will stay open until the Parade starts. Certain streets will be opened to transit crossings as controlled by the Seattle Police Department. Pedestrians and vehicles should follow crossing rules and be aware of their surroundings during Parade preparations.

Note: *The left lane of 4th Ave must always remain clear for EMS and Fire Department. No vehicle may stop in the Fire Lane under any circumstances. Group leaders must ensure their group stays out of the left Fire Lane.*

Parking

Contingent parking is not available on 4th Ave or side streets unless the vehicle is a registered participant vehicle - and arriving in its allotted window. Some parking lots on streets intersecting with 4th Ave may be closed due to Parade-related street closures. There is no parking in the staging, breakdown, and route areas for vehicles not a part of the Parade.

Returning to Your Parking Locations

The staging and Parade end points are a little less than 2 miles apart. Public transportation can help return downtown upon your contingent's completion.

Common parking/public transit options:

- Reserve parking the night before
- Free metered parking on Sundays
- Pay-to-park lots (check [SpotHero.com](https://www.spothero.com))
- Stadium and SODO areas usually have parking available
- [Link Light Rail](#) (*Westlake Park* and *James St* are closest stations)
- [Monorail](#) (Seattle Center to Westlake Park)

Check-In

Each staging block has a 10x10 tent for group leads to check-in with staff. Only one representative per group needs to check in. Participants should coordinate with group leads to confirm their participation.

Your contingent will receive an identification sign to be placed in a conspicuous place at the front of your group. This is to help ensure announcers read the correct script for your group.

Piggy-Backing

Piggy-backing occurs when a group positioned further back in the order, or not on the Parade roster at all joins another Parade contingent. Groups must represent only themselves as listed on the application. Changes require approval. Non-commercial groups cannot display business logos or distribute business-related material.

Staging Instructions for Vehicle Operators

For safety and security, vehicles must adhere to their scheduled arrival window; early or late arrivals are not allowed. No in-and-out privileges to the Parade Route.

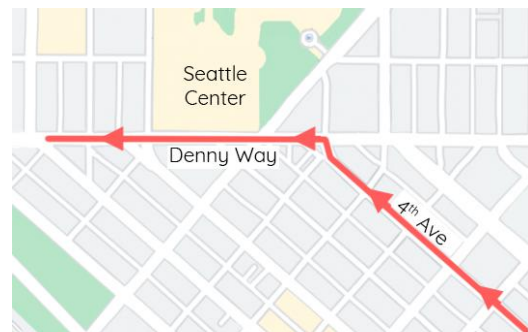
The left lane of 4th Ave must always remain clear for EMS and Fire Department.

No vehicle may stop in the Fire Lane under any circumstances. Group leaders must ensure their group stays out of the left Fire Lane.

Vehicles may not move without Parade staff present. Staff will guide the driver, who is ultimately responsible for vehicle safety. Each vehicle must have a designated driver following staff and police instructions. Unattended vehicles are not permitted and will be removed at the owner's expense. A co-pilot inside can help the driver as a safety observer during vehicle movement, and to assist in preparing the vehicle for return to public streets following the Parade.

90° Turn at Denny Way – End of Route

The intersection of 4th Ave & Denny Way involves a 90° left turn, historically challenging for large vehicles or floats. Ensure your entry can navigate this turn during the planning phase. The intersection is often crowded with people heading to Seattle Center so proceed with caution and follow directions of event staff.



Riding on the Outside of Vehicles

Participants may ride on the exterior of moving vehicles (truck bed, etc) at their own risk. Each person must have at least 3 square feet of unobstructed standing space - this is what determines the max. number of people allowed. Vehicles with fewer than four wheels are limited to the number of manufacturer-installed seats on the vehicle.

Assisting with Crowd Control in Emergencies

In a medical emergency, please assist event staff with crowd control if requested.

Notify a route manager, volunteer, or SPD of any emergency (medical, safety, etc). If there's any delay, call 911 immediately.

Protesters

Do not challenge, harass, threaten, or otherwise interact with any protesters; they will be identified and referred to the Seattle Police, with activities recorded. Contingents who engage will be removed from the Parade Route.

Extreme Weather Policy

In case of extreme weather, Seattle Pride may cancel the Pride Parade. Notification will be posted on the Seattle Pride website (SeattlePride.org), social media, and sent via email no later than two hours before the Parade start time. Parade fees are non-refundable in case of cancellation.

Alcohol & Illegal Substances

No alcohol or illegal substances are permitted during the Pride Parade or at any related sites. Participants under the influence are prohibited from driving Parade vehicles. Initial warnings will be issued for infractions, with continued violations resulting in contingent removal from the Parade.

Motorcycle Groups

As with all vehicles, each biker must show a copy of their driver's license, registration, insurance, and Hold Harmless Agreement. Bikers must follow the rules below for safety and enjoyment of Parade procession. Deviating from these rules may result in immediate removal and/or disqualification from future Seattle Pride events.

- Max speed: 20 mph
- Wheelies or burnouts are not permitted.
- Loop formation rules: counter-clockwise only; do not drive down center of formation
- Do not hand out items or high-five spectators.
- Adhere to your bike's seating capacity; no passengers out of seats
- Complete Parade Route within 20-25 mins
- Obey event staff if they instruct you to continue down the Parade Route

Starting your Journey of Pride

Parade conduct: instructions, warnings, and etiquette for your Journey.

Pace and Minding the Gaps

The typical walking pace for marchers is about 2.5mph. The chart gives estimates for how long it will take to finish the Parade from particular points.

	Distance to end of Parade	Time to end of Parade
Westlake Park (starting line)	1.0 mile	~ 25 min
Marion St (staging halfway)	1.4 mile	~ 35 min
S. Washington St (staging end)	1.8 mile	~ 45 min

Do not stop on the Parade Route without prior coordination with Seattle Pride. Please

maintain a continuous walking speed on the Parade Route and keep approx. 25ft between groups to avoid gaps (the approx distance between white lanes lines on the road);. Follow volunteers' instructions to adjust pace if needed. Some approved groups may pause for performances; slow down as you approach, but avoid stopping.

Interacting with Spectators

Spectators are not allowed to enter the Parade Route at any time. If your contingent encourages anyone to enter the route, you assume liability for any resulting injuries and you may be banned from participating in future Seattle Pride events.

Nothing may be thrown to spectators. Hand items out at the edge of the Parade Route. Excessive literature or swag found near Parade areas may result in Seattle Pride charging your organization partial amounts of sanitation bills.

Etiquette and Safety

Report disrespectful behavior to event staff or volunteers. The Seattle Police Department enforces applicable laws during Pride events, including those concerning alcohol, controlled substances, public safety, and vehicle insurance requirements.

End of the Parade and Disassembly

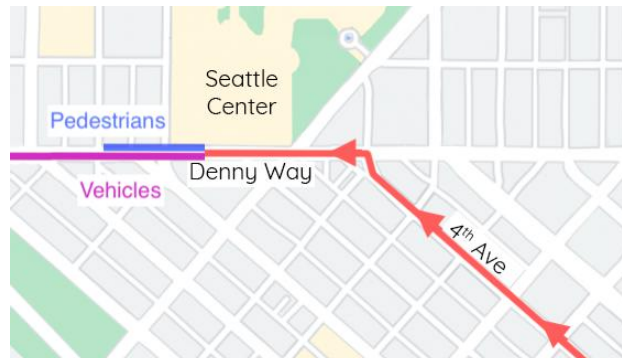
After turning at Denny Way, your group will proceed along Denny towards 1st Ave.

Pedestrians should gather belongings in preparation for disassembly ahead.

At 2nd Ave, Parade volunteers will instruct you to stop your vehicle and will split your group into pedestrians and vehicles. Follow their instructions for safety and to maintain Parade flow.

Pedestrians

- Outside riders will exit vehicle (truck beds, floats, etc)
- Inside passengers will remain in vehicle
- Move to the north side of the road (closest to Seattle Center)
- Continue along the sidewalk without returning to the vehicle.
- Retrieve belongings outside the disassembly area.



Vehicles

- Move to the south side of the road (closest to downtown)
- Continue westbound along Denny Way until you reach your organization's predetermined location where you can make your vehicle street-worthy.

Questions, Concerns, Comments? Reach out to us at Programs@SeattlePride.org