



Heritage of Pride
2016 NYC Pride March
SUNDAY, June 26, 2016
EQUALITY NEEDS YOU

Frequently Asked Questions

How can I participate in The March? Can I just show up that day and join somewhere?

As a permitted event, all participants in The March must be a part of a registered group. We cannot allow people to simply drop in. To participate in The March you must either form your own registered group or join an existing group.

Each year we do keep a list of groups who welcome additional marchers to join them. If you would like to know which groups welcome new marchers, please contact march-help@nycpride.org or (212) 807-6327.

What is this year's theme?

This year's 2016 NYC Pride theme is **EQUALITY NEEDS YOU**. We're getting closer, but we aren't there yet. Just ask the bisexual homeless youth on the Christopher Street Pier, the trans worker trying to achieve the American dream, or the gay refugee escaping certain death in his war-torn homeland. The Supreme Court's affirmation of marriage equality marked progress in the national and worldwide LGBT movement, but it was not a finish line. Equality needs you now more than ever. In 2016, we are making sure that some of the world's largest and most visible LGBT events are helping to amplify our continued fight. EQUALITY NEEDS YOU, and you can answer the call.

Where will we appear in The March?

The process of assigning The March order is handled by Heritage of Pride over the course of several weeks. We have many factors to balance in making this decision including tradition, sponsor recognition, avoiding conflicting sound systems, previous year placements, and more. Our primary goal is to make sure that The March remains exciting and worthwhile to our millions of spectators from beginning to end.

How long is The March?

Last year, we began step-off at noon and the last group reached dispersal at 8PM. For participants, it typically takes between 60-90 minutes to travel the route from formation to dispersal.

How long will our group have to wait in the formation area?

That depends on where you are placed in The March order and the policies that will be announced at Group Leader Training. Based on past experiences, it could be anywhere from 2-6 hours before your group officially enters The March. We encourage you to plan ahead for food, water, sunscreen, and other necessities. Portable relief facilities are set up at several points within the formation area.

In the past few years, The March has grown to include over 300 groups, attracting millions of spectators. While this is great news, it means that we have a very long event. Our desire to make sure The March is exciting for spectators and participants alike must be balanced against the need for public safety and organization. Each year we work with NYPD to examine the rules and attempt to find a compromise that meets all of our goals.

Where do we get a float?

Heritage of Pride does not provide float rental. We recommend that you contract with our float partner, Bond Floats (<http://www.bondparadefloats.com>, (973) 778-3333, bondfloats@aol.com). As Bond provides floats for nearly every major parade in the area, we recommend reaching out to them early.



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Why do you call it a March rather than a parade?

The first LGBT Pride was held on the first anniversary of the Stonewall Riots. It was an unpermitted, explicitly political protest of anti-LGBT policies and attitudes. Our commitment at Heritage of Pride is to continue recognizing our Pride event as a March until complete and full equality has been achieved for all LGBT people.

Where does the money from registration fees and March donations go?

Bringing the Pride March to life every year is expensive. Between supplies, equipment rental, insurance, security, and administrative overhead, the cost of the annual event has risen dramatically from our early days. In addition, Heritage of Pride produces other events such as The Rally and Family Movie Night, which are free to attend, but cost the organization money to produce. We're happy to report that for the last few years, after all costs and overhead were accounted for, HOP has able to make community grants back to LGBT groups.

What accommodations are available for handicapped people to participate in The March?

We have a number of accessible portable bathrooms set up in formation and along the route. We will waive the vehicle fee if the *primary* use of the vehicle is for transporting seniors or people with disabilities. There is also a ticketed handicap-accessible seating area for spectators located at 23rd Street and Fifth Avenue. Please contact march-help@nycpride.org or (212) 807-6327 to request accommodation or with additional concerns or questions.

What is Ribbons of Remembrance?

During registration, we encourage all March participants to consider a donation to Ribbons of Remembrance. The red Ribbons of Remembrance are worn during the March to acknowledge the ongoing fight to stop the spread of AIDS, and to honor those who have passed from the disease. Ribbons are \$5 per marcher and one hundred percent of the money collected is donated to HIV and AIDS service organizations in New York through Heritage of Pride, Inc. community grants.

How do we know what type of group we should register as?

The 2016 Rate Sheet provides some guidance about the definitions of Discounted Nonprofit, Discounted Small Business and Standard. If you are unsure which of these definitions your group falls under, please contact march-help@nycpride.org or (212) 807-6327 to discuss your situation.

What do I do if, after registration, we decide to change our plans (e.g. adding a sounds system, adding a vehicle, more marchers than anticipated, etc.)?

You will have opportunities to update some information, such as the number of marchers and your group description, at Group Leader training. For changes such as adding vehicles or a sound system, please contact march-help@nycpride.org or (212) 807-6327 *as soon as possible*. Because vehicle passes are distributed at Group Leader trainings, we will not be able to add additional vehicles or floats after 5pm on June 5.

How much room will we have for our banner/float/equipment, etc.?

The first half of The March, along Fifth Avenue, is quite spacious. However, when The March turns west at 8th Street, it encounters narrower streets, overhead hazards, and other obstacles. We recommend that you keep your banners and vehicles less than 16 feet wide and no more than 14 feet high. Floats, including towed objects, must be less than 35 feet long, from front bumper to back bumper, to successfully navigate the turn at 8th Street.



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Also keep in mind that the formation area will be very crowded during set-up. Care should be taken with banners, signs, musical instruments, props, etc., to ensure that they don't get stepped on or take up excessive space while waiting to begin The March. Heritage of Pride is not responsible for damage to any personal property during The March.

How are participating organizations recognized at The March?

There are numerous creative ways to make an impact and gain recognition The March. Music, costumes, branded giveaways, choreography, chants, or props can all help you stand out amongst the 350+ groups marching through Manhattan in support of the LGBT community. We strongly encourage you to surprise us and showcase your creativity. In fact, we offer awards to some of the best!

A panel of dignitaries and celebrities judges awards. Awards are presented at our Volunteer Appreciation Party after Pride. Award winners will be notified and invited to the Volunteer Appreciation Party.

At the very least, we recommend that all groups have a large sign or banner at the beginning of their group to identify who they are to judges, spectators and media. Please remember that signs and banners will need to be visible on both sides of the route, by distance of up to 50 feet away.

This year's award categories are:

Best Use of NYC Pride Theme

- Overall organization that has best incorporated and promoted this year's theme across all marching contingents, floats, dancers, costumes, signs and giveaways through color, quotes, songs and cheers.
- Organization has followed all the NYC Pride March Rules from start of the March to the finish. Reps will be located at dispersal to ensure that each organization has followed the proper dispersal process. Any organization causing a scene or a disruption at the March exit areas will lose points.

Best Float

- Floats only (not cars or pick-up trucks)
- Clearest representation of organization's values and how they relate to NYC Pride/LGBT Community.
- Use of theme incorporated into float, shirts, banners and posters, giveaways and any performance.
- Organization has followed all the NYC Pride March rules from start of the March to the finish. Reps will be located at dispersal to ensure that each organization has followed the proper dispersal process. Any organization causing a scene or a disruption at the March exit areas will lose points.

Best Marching Contingent

- Marchers only, no floats or performances.
- Clearest representation of organization's values and how they relate to NYC Pride/LGBT Community.
- Use of theme incorporated into T-shirts, banners, posters and giveaways.
- Organization has followed all the NYC Pride March rules from start of the March to the finish. Reps will be located at dispersal to ensure that each organization has followed the proper dispersal process. Any organization causing a scene or a disruption at the March exit areas will lose points.

Best Music or Street Performance (3 Awards)

1. *Float Performance*
2. *Marching Band or Music Ensemble (ground)*
3. *Dance performance (ground)*



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