



TITLE SPONSOR



Helping Here.

2023

Mermaid Capital of Texas Fest

7th Annual

Mermaid Promenade

Presenting Sponsor



**Highlighting our unique river and artistic culture, the
Downtown Mermaid Promenade is created to be a
celebration of San Marcos' vibrant artistic and river
community.**

ARE. YOU. READY?

Parade Rules

Each Parade Participant MUST follow the Parade Rules

By completing an application to participate in the **2023 Mermaid Promenade** you understand and agree to the following rules.

NEW THIS YEAR!

All entries are automatically entered into our Parade Contest!

***First Place *Best of Show *Judges Choice**

***Honorable Mention**

The Mermaid Promenade is a celebration of our river culture, fresh-water mermaids, endangered species of the San Marcos River and the Arts!

All Parade entries, tow vehicles, and support vehicles must be at least 75% decorated to either depict the theme of the parade. Any entry, tow vehicle or support vehicle not decorated at least 75%, as outlined above, may be pulled from the parade lineup. Walking groups must also support the theme of the parade.

1. **Place special attention to the décor of your float. Do not use decorations that will cause litter on the parade route. Please help to make for a LITTER FREE parade! We thank you in advance for helping to keep our streets clean!**
2. Mermaid Society SMTX reserves the right to accept or reject any parade application. Each entry shall be in good taste and shall, in the opinion of the Parade Committee, add beauty or entertainment. Participants must wear appropriate attire. This parade is a family friendly event. All costumes MUST be in good taste. No nudity/semi-nudity allowed in the parade.
3. A general parade entry DOES NOT include advertising for business or self-promotion. For promotion of business/services, you will need to register as a business. *You are limited to one business/service per parade application and fee. You will be asked to remove any

signage promoting additional business/service prior to the parade. If you are seen promoting additional business/service during the parade, you will be billed for an additional business parade entry fee and may cause you to be disqualified from participation in the future.

4. The parade begins at 10:00 a.m. sharp. Any unit not in formation by 9:00 a.m. may be excluded. Line-up begins at 8:00 a.m.
5. All units are asked to display/carry their assigned PARADE # so announcers will be able to identify your group. This will be provided at the **MANDATORY** orientation scheduled for Tuesday, September 19th at 7:00 p.m. – Location TBA. A representative from your group must attend. We will offer a Zoom option to those who live out of town. Date/time TBA.
6. No paper handouts of any kind. Any unit found doing so may be denied entry in next year's event.
7. Dogs must have a leash and not pose a risk to the public. You are responsible for removing your pet's waste.
8. Speakers or public address systems are allowed for music purposes only and must not interfere with other units. Moderate volume is expected. **Absolutely no CAMPAIGNING or POLITICAL activity allowed. In doing so, you will be removed from the parade.**
9. Any additions or changes made to parade units after acceptance must be reapproved. Parade units with changes that have not been approved will not be allowed on the parade route.
10. Unit leaders accept full responsibility for the behavior of their members.
11. All bicycle riders must adhere to bike safety rules. All riders under 18 yrs. of age must wear a helmet.
12. Individuals who are running for office are allowed to participate but must not actively campaign or provide campaign material to parade-goers. Campaign signage is acceptable but must be in good taste and incorporate the theme of the parade. You must sign up as a political entry.
13. **No protesting or display of activism allowed. This includes wearing apparel of any kind that suggests/promotes political affiliations.**
14. **No vehicles are allowed on the parade route with participating units unless approved by the Parade Committee, and no outside logos or sponsors should be advertised on those vehicles, without the approval of the Parade Committee. In doing so, you will be asked to remove the signage or disqualified from participating.**
15. Parade participants are not allowed to distribute candy along the parade route. Participants found tossing objects to spectators will be removed from the parade route. This is incredibly important to the safety of all spectators. This also limits trash being left behind and eventually entering the San Marcos River.
16. The Parade Staff reserves the right to remove any unit from the parade for any reason or cause without advance notice.

17. Parade units will follow instructions from Parade Staff and Volunteers.
18. Improper use of the American flag is not permitted. "Proper" use of the flag is based upon U.S. flag policy set forth in the U.S. Code. Flags representing political views are NOT allowed.
19. Parade Participants under the age of 18 must have chaperones.

In consideration for my being permitted to participate in, and/or my vehicle to be used in, the parade to be held in the Downtown Mermaid Promenade, September 23rd 2023 (the "Parade"), I hereby agree to the terms and conditions set forth in this Release, Waiver and Indemnification (the "Release"); and, accordingly, I hereby state and agree as follows:

- A) I am at least 18 years of age.
- B) I will not knowingly permit an unlicensed driver to operate or use my vehicle in the Parade.
- C) I acknowledge and understand that any insurance issued to Mermaid Society SMTX, or in which will not protect me against a claim for damages or a lawsuit in the event of an accident involving my participation in or the operation or use of my vehicle in the Parade. I further acknowledge, understand, and agree that any claim for damages made against me resulting from my participation in, and/or the use of my vehicle in, the Parade will be my personal responsibility.
- D) I acknowledge and understand that my personal insurance is the only insurance that may provide coverage for all events involving my vehicle, whether operated by me, a volunteer, employee, or any other individual, in the Parade. I agree that I will obtain and maintain insurance coverage on my vehicle for the period in which I am involved in events relating to the Parade.
- E) All photography/videography of the parade made public on social media and recorded on day of event is subject to use by Mermaid Society of Texas to be used for promotion/marketing of future events to include but not limited to print and social media.
- F) I hereby agree to indemnify, defend and hold harmless the Mermaid Society SMTX and any and all of its members, officers and agents, against any loss, demand, cause of action, liability, claim, obligation, damage, deficiency, cost or expense (including reasonable attorneys' fees and costs in connection therewith) resulting from, arising out of, or in any

way connected with, whether directly or indirectly, my participation in the Parade and/or the operation and use of my vehicle by myself or another individual in the Parade.

G) I agree to not hold Mermaid Society SMTX and its members, officers, and agents liable for any injuries that I may sustain because of my participation in the Parade or property damage to my vehicle arising out of the operation or use of my vehicle by myself or another individual in the Parade. I hereby release and waive all claims I may have against Mermaid Society SMTX and its members, officers and agents arising out of my participation in the Parade.



2023 Mermaid Promenade Participation Agreement

By signing below, you acknowledge that you have read the above rules and will adhere to them.

Print Name POINT OF CONTACT

Signature

Organization/Business Name:

Contact Number: _____

Email Address: _____

2 STEPS

1. Keep copy of rules for your records.

2. Send in Parade Agreement with original signature.
Mail to: Mermaid Society SMTX P.O. Box 963 San
Marcos, Texas 78667, bring in person to
MANDATORY MEETING on Sept 19th.

Questions may be emailed to:
paraderegistration@mermaidsocietysmtx.com or call 512-825-
2819.