

# Specialty Unit Application Form

Purchase Parade tickets online at [500festival.com](http://500festival.com) or call 317-614-6400.



## THE FOLLOWING MUST BE SUBMITTED WITH THIS APPLICATION:

1. One DVD or VHS video tape of the unit.
2. One color photograph of the unit.
3. Detailed description of the unit, costuming, unique details about your unit and previous Parade experience.

All items submitted with this application will not be returned.

**Deadline for entry is February 1, 2010**

Name of organization: \_\_\_\_\_

Name of Parade unit (as it should appear in all Parade publications): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Day Phone: ( ) \_\_\_\_\_ Evening Phone: ( ) \_\_\_\_\_

Day of Event Phone: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

No. of Participants: \_\_\_\_\_

Number and type of animals(if applicable): \_\_\_\_\_

Does your unit use music? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, please describe sound system/equipment: \_\_\_\_\_

Transportation (number, size and type of vehicles used to transport unit to Parade site): \_\_\_\_\_

Length of Parade unit (in feet): \_\_\_\_\_ Width of Parade unit (in feet): \_\_\_\_\_

*This is not an invitation to participate, but rather an application to participate in the 2010 IPL 500 Festival Parade. This form is designed to provide the IPL 500 Festival Parade Selection Committee with important information about your organization's proposed involvement.*

*Please note there is to be no third-party sponsor identification on any part of the specialty unit. The 500 Festival reserves the right to review and accept/deny any such request in accordance with the IPL 500 Festival Parade sponsorship and telecast agreements.*

*Application and all materials requested above must be postmarked by February 1, 2010. Notification of acceptance will be provided no later than March 1, 2010. Once submitted, all items will become property of the 500 Festival and will not be returned.*

*All applications and documenting material will be reviewed by the IPL 500 Festival Parade Selection Committee. Selection will be based solely on this review. Neither completion of this application nor past Parade appearances guarantees participation in the Parade. Failure to complete any part of this application will exclude units from the selection process and participation in the Parade. The 500 Festival reserves the right to accept or reject any unit application. If your group is accepted for Parade participation, the information on this form will be used for production, promotional and planning purposes. All entries must maintain the elements outlined in this application. If any variance is planned, prior approval must be obtained in writing by the 500 Festival Parade Director.*

*"By signing this document, I agree that I have read and fully understand the rules contained herein. I further agree to adhere to and fully comply with the rules and regulations set forth in this document. I also agree to fully comply with the written or unwritten rules and regulations set forth by the 500 Festival. I understand that failure to comply with any 500 Festival rule or regulation will exclude my unit's participation in the 2010 IPL 500 Festival Parade. We further grant full permission to the 500 Festival and the Releases, and/or agents authorized by them, to use any photographs or video tapes of the event for any reasonable purpose.."*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## MAY 29, 2010

Noon

## PARADE ROUTE

Two miles through the streets of downtown Indianapolis

## TELEVISION

Typically televised nationally on VERSUS Cable Network and locally in central Indiana by WISH-TV 8, a CBS affiliate

## ATTENDANCE

More than 300,000 spectators line the Parade route

## PUBLICITY

Extensive local, regional and national publicity in print, television and radio coverage

## ABOUT THE 500 FESTIVAL

The 500 Festival was created in 1957 to organize civic events celebrating the Indianapolis 500. It is a not-for-profit organization supported by corporate sponsorships, memberships and ticket sales. More than 7,000 volunteers help produce nearly 50 500 Festival events and programs. With annual participation of more than 500,000 people from around Indiana and the world, it has grown to be one of the largest festivals in the nation.

## HISTORY

Intertwined with Memorial Day weekend and the Indianapolis 500, the IPL 500 Festival Parade is a time-honored tradition in Indianapolis.

Over the past 53 years, the Parade has been recognized as one of the nation's premier parades. The tradition will continue with the 33 qualified drivers of the Indianapolis 500 serving as Honorary Grand Marshals.

Last year's Parade featured college basketball analyst Dick Vitale as Grand Marshal. Other celebrities in attendance included the Ohio Players, Josh Duhamel, 2009 Miss America Katie Stam, Kate Flannery, Melora Hardin, Dr. Lisa Masterson, Mary Lynn Rajsclub and many others. We hope you will join us for the 2010 IPL 500 Festival Parade!

## CONTACT

Toni Meyer, Parade Director  
317-614-6126  
[toni@500festival.com](mailto:toni@500festival.com)

Complete this form and mail to:  
Attn: 500 Festival Parade Selection Committee

500 Festival, Inc.  
500 Festival Building  
21 Virginia Avenue, Suite 500  
Indianapolis, IN 46204



[500festival.com](http://500festival.com)



500 Festival, Inc.  
500 Festival Building  
21 Virginia Avenue, Suite 500  
Indianapolis, IN 46204  
(317) 927-3378

08-09-50

Go to [500festival.com](http://500festival.com) for more information!



---

## SPECIALTY UNIT APPLICATION

---

Celebrate the Indianapolis 500®  
with more than 300,000 spectators  
at the IPL 500 Festival Parade