

2025 Coors Light Denver Pride Parade Rules & Regulations



Thank you for submitting an application for the 2025 Coors Light Denver Pride Parade. Please read this document carefully and keep a copy for your records. By submitting an application and paying the entry fee, you agree to be bound by these rules while participating in the parade. These rules are created to ensure the smooth operation, safety, and fair treatment of all parade participants and community members.

The Coors Light Denver Pride Parade is produced by The GLBT Community Center of Colorado DBA The Center on Colfax. Proceeds from the parade go to support The Center on Colfax and its year-round programs supporting the Colorado LGBTQ community.

Denver Pride and Denver PrideFest are trademarks of The Center on Colfax. The Center on Colfax holds the right to accept or refuse any entry for any reason whatsoever. Violation of any of these rules is reason to expel a parade entry from the parade and may result in the forfeiture of all fees.

Your application for the 2025 Coors Light Denver Pride Parade should be solely for your business or organization. No third-party businesses, groups, or organizations can be part of your application. If you have a company, group, or organization that you would like to participate with, each party should complete their own application and state in the special request field that they would like to be placed with the other party in the parade lineup. Parent companies that want to have multiple brands participate must complete one application per brand. If you have questions about third-party participation or you would like to make a request for special consideration, email Parade Management at PrideParade@LGBTQColorado.org.

Applications are capped at 100 participants. If your business or organization would like more than 100 participants, you must submit multiple applications.

Please note that Coors Light is a product of MolsonCoors Beverage Company, and MolsonCoors Beverage Company is the official malt beverage sponsor of Denver PrideFest and has been a strong and consistent ally to The Center on Colfax. Accordingly, please be respectful in your display of competing malt beverage text and logos. All parade contingents are subject to approval by parade marshals. The Center reserves the right to remove signage/text/logos and/or the parade contingent for a non-compliance with respect to all Denver PrideFest and Coors Light Denver Pride Parade sponsors.

DEADLINE & FEES

Application Deadline: April 1, 2025*

\$100 Non-Refundable Application Fee

\$100 Late Fee After April 1, 2025 Deadline

There is a mandatory, non-refundable application fee of \$100 for all prospective parade entries. Applications are due by April 1, 2025, including verification of nonprofit status, if applicable.

Applications received after April 1, 2025 will be assessed a \$100 late fee in addition to the mandatory application fee of \$100. Both the late fee and the mandatory application fee are non-refundable.

Applications will be completed using Eventeny.com. All fees associated with the submitted application will be the responsibility of the applicant and will be charged upon submitting the application.

*Please note this deadline is based on availability. If a large number of applications are submitted in a particular category, The Center on Colfax may deem that category as “sold out” prior to the April 1, 2025 deadline. Applications will no longer be accepted for safety reasons once the parade is at capacity. **We encourage you to apply early as multiple parade categories sell out each year.** Applications received after the deadline, should space still be available, will be subject to a \$100 late fee and will be placed in the parade at the parade organizer’s discretion.

ABSOLUTELY NO ENTRIES WILL BE ACCEPTED AFTER JUNE 1, 2025.

PARADE CONTACT AND PARADE MEETINGS

It is necessary for each entry to designate a parade contact with whom the parade organizers can coordinate parade logistics. The parade contact shall be designated on the Parade Application and no other person will have the authority to represent the entry to Parade Management.

MANDATORY MEETING:

A representative from each parade entry, that will be present the day of the parade, **MUST** attend one of the mandatory parade informational meetings. Attendees are expected to stay for the entire meeting. Only applicants outside a 50-mile radius of Denver are exempt from attending this meeting. All parade applicants will be notified no later than the first week of May if your application has been accepted. Should you be accepted to participate, you will receive information on the time, location, and how to RSVP for one of the parade info meetings. Non-compliance results in removal from the parade and forfeiture of entry fee(s).

CATEGORY DEFINITIONS:

- A Commercial Entry is defined as a locally owned company with fewer than 100 employees.
- A Corporate Entry is defined as any company with 100 or more employees. (This includes employee resource groups or internal organizations for corporate entries.)
 - If your business is a branch/office/location/sub-brand of a larger company that employs more than 100 people, you must apply under this category.
 - Examples: Individual fast-food chain location that only has 20 employees, but the chain has multiple locations and/or a total of more than 100 employees; Real estate agents representing a larger brand

- A Government Office or Political Entry is defined as a local, city, state or federal government office or department; or any political party, elected official or political candidate campaigning for office as well as any other 501(c)(4) group as defined by the Internal Revenue Service.
- A Nonprofit Over \$3 Million Entry is defined as a non-profit charitable organization, 501(c)(3), as recognized by the Internal Revenue Service that grosses more than three million a year.
 - Your organization will be required to submit a Colorado Certificate of Good Standing, your IRS letter, or other documentation demonstrating your nonprofit status.
- A Nonprofit Under \$3 Million Entry is defined as a non-profit charitable organization, 501(c)(3), as recognized by the Internal Revenue Service that grosses less than three million a year. (Documentation is required at the time of application.)
 - Your organization will be required to submit a Colorado Certificate of Good Standing, your IRS letter, or other documentation demonstrating your nonprofit status.
- A School Entry is defined as a K-12 school or higher education establishment.
- Individuals, families, or friend groups are encouraged to participate with their favorite business or organization which would register according to the categories above.

Questions about your category or to make a request for special pricing consideration, contact Parade Management at PrideParade@lgbtqcolorado.org

Coors Light Denver Pride Parade participants, Denver PrideFest vendors, contractors, sponsors, staff and volunteers, and all personnel associated with the parade and festival agree at all times to honor and abide by The Denver Pride Statement of Non-Discrimination in word and action. Any actions taken or statements made to individuals or groups contrary to this policy or the spirit and intention of this policy are not permitted in the parade or on festival grounds, or in any communication associated with the parade or festival. In the sole discretion of Denver Pride Officials and their deemed representatives, anyone associated with the parade and festival, or their employees or associates found to be in violation of this agreement will be asked to leave festival grounds immediately and will forfeit all entry fees, rental fees, sponsorship fees, and deposits as applicable.

DENVER PRIDE STATEMENT OF NON-DISCRIMINATION

The Center does not and shall not allow discrimination based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. The Center and Denver Pride are committed to providing an inclusive and welcoming environment for all participants, clients, volunteers, subcontractors, vendors, sponsors, and Denver Pride guests. By participating in this event, you signify that your entry including participants, subcontractors, clients, vendors, and volunteers are subject to these policies at Denver PrideFest, Denver Pride 5k, and Coors Light Denver Pride Parade.

DENVER PRIDE CODE OF CONDUCT

All persons associated with Denver Pride, Denver PrideFest, Denver Pride 5k, and the Coors Light Denver Pride Parade agree:

- *To interact with guests, staff, volunteers, and all persons associated with the festival or parade in a respectful manner at all times and in accordance with the non-discrimination policy agreement;*
- *Not to use profanity, obscene gestures, or other improper conduct towards another participant, volunteer, parade official, city official or spectator;*
- *Not to use alcohol, marijuana, or other controlled substances while participating in any capacity with the festival, 5k or parade, and remain free from the influence of such substances while participating in any capacity with the festival;*
- *Not to engage in any behavior that is determined to threaten the safety of anyone participating in the festival or parade in any capacity, nor to engage in any behavior that is disruptive or interferes with the right of anyone associated with the festival or parade to conduct appropriate business or freely enjoy the festival;*
- *To follow directions given by parade management or marshals or law enforcement during staging and along the parade route;*
- *To represent the festival, 5k, and parade in a positive manner at all times.*

Participants in the Coors Light Denver Pride Parade shall indemnify and hold harmless Denver Pride, The Center on Colfax, and MolsonCoors Beverage Company as well as Center board members, Center employees, Denver Pride contractors and volunteers from any claim or cause of action arising out of or in connection with the acts or omissions of Parade Participant under this Agreement, and shall reimburse Denver Pride and The Center on Colfax for any costs, including but not limited to, reasonable attorney's fees incurred in defense against any such claim. All Coors Light Denver Pride Parade participants who use vehicles are required to hold a valid driver's license and driver's insurance as required by Colorado Law.

PARADE ORDER

The parade order will be determined after the entry deadline in accordance with Denver Pride procedures. Entries received after April 1, 2025, if accepted, will automatically be placed at the end of the parade.

- Upon acceptance and closer to the parade date, parade entries will receive additional information pertaining to the parade.
- Parade line up order and arrival times will be distributed at the parade info meetings.

PARADE STAGING

- Parade staging will begin very early on Sunday, June 29, 2025 in Cheesman Park.
- All entrances to the park will be closed excluding designated entrances.
- You will need to check in at your designated check-in location.
- Those entrants placed at the beginning of the parade are asked to arrive early and those placed toward the back, later in the morning.

- A specific window of time for your entry's arrival will be determined after all applications are received and announced at the mandatory meetings.
- **All entries MUST be checked-in, in order and ready to enter the route at their designated time!**
- Failure to check in by your designated time on parade day will result in removal from the parade order and placement at the end.
- The parade is scheduled to start to move outside of Cheesman Park at 8:30am and step-off will be at 9:30am SHARP!

PARADE ROUTE

- A new parade route will be in place for 2025. Please see parade route map on DenverPride.org/parade or the parade application.
- The sidewalk areas along the parade route are open to everyone.
- Only registered parade participants are allowed to be on the street during the run of the parade.
- The parade will exit Cheesman Park heading north and continue to stage on Franklin Street at approximately 8:30am where it will hold at Franklin and 17th St. until it steps off at 9:30am.
- At step-off, the parade will turn west (left) onto 17th Ave. and continue to Lincoln Street toward Denver PrideFest.
- For safety reasons, drivers are required to drive the parade route in a straight line and not swerve from curb to curb.
- In addition, drivers may receive specific instructions about which side of the street they must drive on depending on current street configuration, layout, or construction.
- Motorized vehicles will turn right/north at Lincoln and exit the parade route. Passengers may exit the vehicles and floats quickly and vehicles and floats must continue down Lincoln once passengers have disembarked. Vehicles and floats WILL NOT be allowed to stop on Lincoln and disassemble their parade entry. All vehicles and floats must leave the area immediately to ensure the traffic flow for additional vehicles and floats exiting the parade route.
- Marching/walking units will turn left/south towards 16th Avenue and exit the parade.
- Volunteers will direct you as they arrive at the end of the parade route.

FLOAT AND VEHICLE SIZE REQUIREMENTS AND DEFINITIONS:

- **Standard vehicle** is defined as any vehicle not exceeding 20 feet in length and/or seats 7 people or less. All passengers riding in the vehicle must be in a standard seated position. If a passenger riding in the vehicle is not in a standard seated position, the vehicle will be deemed a float and will need to abide by the float rules outlined in this document.
- **Large vehicle** is defined as any vehicle longer than 20 feet in length and/or seats 8 or more people. Large vehicles are limited to 40 feet in length and cannot have an additional trailer attached.

- **Floats** must not be greater than 40 feet in length; the maximum width must not exceed 16 feet; wheelbase may not exceed 12 feet; maximum height is 14 feet; and must have a 12 inch ground clearance. This is to ensure they can travel safely down the parade route while navigating medians, street lights, and other common traffic elements found on city streets.
- All vehicles and floats must be able to safely navigate all turns on the parade route and staging. Please keep in mind there are tight, nontraditional turns in the staging area.
- All vehicles and floats will need to navigate live traffic both coming to the parade staging area and exiting the parade, meaning they must be street legal at all times.
- Vehicles of any size should never be going more than 5 mph in staging or along the route.
- At no time should your parade boarding pass be attached to your vehicle or float, as they will be collected before you leave the park portion of staging.
- Unnecessary revving of engines is prohibited.

Vehicles and floats that arrive onsite day of the parade **MUST** be the same listed on the parade application and forms. Any vehicles that exceed or do not conform to these requirements will not be allowed to enter the parade route and potentially could deny the entrant participation in future parades. All entries are subject to crowd control and regulation by the Denver Police and Fire Departments, as well as Denver Pride Parade Management.

Here are the current Denver Fire requirements and recommendations for parade floats.

- A float safety inspection is required before the start of the event (parade) for each ground float
- Each float is required to have at least one (1) 2A: 10BC fire extinguisher that has been serviced within the last year.
- Each generator over 5KW requires a fire permit. Required for the permit are the make/model, fuel type, and tank capacity. A minimum of 12 feet of clearance from combustibles is required. Refueling of the generator and storage of extra fuel is not allowed.
- Riders must have a solid sitting arrangement with handholds readily available to them.
- It is recommended for standing riders that a safety rail, barrier, or rope with a minimum 42" height be secured to the outside of the float.

The Center also has the following guidelines in place for vehicle and float safety:

- Parade participants will not be able to hop on and off of vehicles or floats once on the parade route. Participants must either walk the entire route or ride the entire route and be in compliance with Denver Fire's requirements listed above.
- No lighted candles, open flames, or smoking is permitted on or around a float both in staging and on the parade route.
- Flame retardant and weather resistant materials should be used to decorate your float.
- Decorative lighting, if used, must be rated for outdoor use.

- Drivers should have a clear range of vision as decorations or float structures should not impede on the driver's line of sight.
- All drivers must be 18 years or older, provide a valid driver's license, and proof of insurance for the vehicle that is part of their parade entry.
- Any children under the age of 13 riding in a vehicle or float must be accompanied by an adult.
- Items cannot be thrown from vehicles or floats along the parade route. Items may be distributed by hand by members walking the route, provided the entry has been approved for distribution by Parade Management

PARADE IMAGE

It is the express purpose of the Coors Light Pride Parade to promote a positive image of the gay, lesbian, bisexual, transgender and queer communities of Colorado and the Rocky Mountain Region. It is to be a celebration of the work that started with the Stonewall Uprising in New York City in 1969 and which continues today. It is a time for all elements of our community to come together as one group to honor and learn from the past while affirming our future. The Center on Colfax requests all people entering the parade show respect for all genders, gender identities, ages, races, cultures, creeds and sexual orientations. Please refrain from any displays or behaviors that would demean any segment of our community. The Center on Colfax urges all entrants to maintain a high degree of sensitivity to and compassion for the feelings, values and views of all.

DRESS CODE

The Center encourages all participants to appear in appropriate costumes that celebrate our community pride. Unity is always on the object of the parade and no entry, presentation or display that is determined to be demeaning to any sector of our community will be accepted in the parade. Denver Pride officials are the sole arbiters of any dispute over content of floats and/or appeal.

The Parade Committee reminds all participants that all costumes and other apparel worn in the Coors Light Denver Pride Parade must comply with the Obscenity Statutes of the State of Colorado (C.R.S. sections 18-7-301 and 302) and the Public Decency Ordinances of the City and County of Denver (Denver Municipal Code sections 38-156 and 157).

PROHIBITED ENTRIES

- Individual bicycles, roller skates, kick/standing scooters (motorized or nonmotorized), roller blades and skateboards will not be accepted as entries in the parade.
 - Any entry wishing to use such modes of transportation must meet additional requirements of the parade committee and be granted a waiver before applying.
 - You must contact the Parade Management directly (PrideParade@LGBTQColorado.org) for additional safety restrictions and requirements if using individual bicycles, roller skates, roller blades or skateboards and receive written approval.
- **No animals allowed.** Unless you have received prior written consent from the Parade Manager

(PrideParade@lgbtqcolorado.org).

- For their comfort and safety, animals are not allowed in the parade.
- ADA-certified service animals are exempt and will be allowed, though should still be registered with the parade Operations Manager.
- Weapons of any kind are not allowed in the parade.
- Some items are not allowed to be distributed along the parade route. See next section for more details.

ITEM DISTRIBUTION DURING THE PARADE

Any entry wishing to distribute items along the parade route in conjunction with their parade entry must apply for distribution rights, pay the corresponding clean up fee, and items must be approved by Parade Management. If your entry is accepted to participate, you will receive instructions on how to apply for parade distribution rights in your acceptance email.

- In the event that an entry wishes to distribute items such as beads, flowers, condoms, or similar items, participants MUST pay the distribution fee in advance.
- Parade Management advises entries not to order their distribution items until their distribution request has been accepted. Email PrideParade@LGBTQColorado.org if you are concerned about production timing of your items.
- Any such distribution must be made in person by persons walking along the parade as part of an officially registered entry.
- No sexually explicit material may be distributed by any participant in the parade.
- In order to maintain manageable clean-up costs, it is requested that distribution be kept to an absolute minimum.
- If you are distributing items during the parade (including candy), a \$100 clean-up fee will be assessed.
- If we find your materials after the parade and you have not paid the fee, you will be assessed a \$500 clean-up fee and potentially barred from participation in future parades.
- No confetti, streamers, or other similar types of materials, including glitter, may be thrown or distributed by any parade entry.
- **No participant may throw items from their entry, including floats. This includes distribution items, beach balls, or water/liquid propelled from squirt guns or other devices.**
- **You MAY NOT hand out or distribute stickers or any items with adhesive backs along the route.**
- **Individually packaged pieces of candy will be allowed with a completed distribution form, HOWEVER, no distribution of beverages of any kind, including water, or other food items will be allowed without written permission. It is rare that these types of items will be allowed with written permission to respect the restaurants and businesses that line the parade route, as well as the food and marketplace vendors participating at the festival.**
- **If an item has been approved for distribution in previous years' parades, it DOES NOT mean that it is approved for the 2025 Coors Light Denver Pride Parade.**

ALCOHOL AND ILLEGAL SUSTANCES

Alcohol or drug consumption IS NOT allowed by any participant in the parade or on any motorized vehicle in the parade.

- All vehicle drivers must be sober while participating in the parade.
- No participant in the parade will be permitted to consume any alcoholic beverage, marijuana, or other substances in staging, on the route, or at the exit site of the parade.
- Use of illegal or controlled substances will not be permitted by any participant before or during the parade.
- For public safety reasons, The Center will not permit any entry or participant who violates this rule to appear in the parade.
- Similarly, those choosing to violate this rule will be subject to the criminal repercussions of their actions, up to and including citation and detention by Denver Police.

PARADE SOUND

All entries are encouraged to utilize music and participant enthusiasm as part of the parade. One of the objects of the parade is to get spectators involved in the spirit of the activities. Cheer, clap, chant or do any legal act that will promote enthusiastic response from the spectators.

PERSONAL SAFETY

- No weapons of any kind will be allowed at the Coors Light Denver Pride Parade.
- The parade will occur during some of the hottest weather we experience annually in Denver. All persons participating in the parade are urged to be careful of heat-related problems.
- Please be aware of dangers associated with marching/walking and participating in the parade.
- Bring plenty of water or other non-alcoholic drinks for your participants.
- No animals allowed. For their comfort and safety, animals are not allowed in the parade. ADA-certified service dogs are exempt from this rule.
- The Center on Colfax cannot and will not assume any responsibility for the health and well being of the parade participants.
- **NOTE: The Coors Light Denver Pride Parade will be held rain or shine.**

TRASH AND PARK CONDUCT

The clean-up following the parade is extremely costly. Please do your part to keep costs down. The parade organizers direct that all entrants in the parade will not throw trash, bottles, cans or similar matter from the floats, automobiles, walking units, motor vehicles or trucks along the parade route or at the assembly and disassembly areas. Littering violates the criminal statues of the State of Colorado and the ordinances of the City and County of Denver. Any entry discovered throwing trash or litter at any time will be subject to citation by Denver Police. The City of Denver takes great pride and care in maintaining the city's parks; thus, it is prohibited for any vehicle to drive on any area not designated for that purpose.

Similarly, vandalizing, destroying or wanton disrespect for park facilities, including grass, flower beds, and trash receptacles, will not be tolerated and subject to immediate action by Denver Police and fines and/or liability for repair and/or replacement.

COVID-19 SAFETY PROTOCOL

The Center on Colfax and its affiliates adhere to all laws and state statues surrounding the ongoing pandemic. COVID-19 specific rules and regulations are subject to change based on current state and local officials. An official COVID-19 Protocol Plan may be determined and provided to all parade entrants at the mandatory meetings in late May/early June.

CANCELATION POLICY

If The Center on Colfax cancels the parade for any reason, a full refund of all fees minus the application and any late fees will be refunded.

OVERVIEW

As with all rules and regulations, it is impossible to anticipate each and every situation that may arise. No conduct that violates any statue of the State of Colorado or the ordinances of the City of Denver will be tolerated. Any entry violating the same will not be allowed to participate in the parade. The parade organizers will monitor all entries during the parade for violations and inform the parade contact of the infractions. Failure to correct the infraction will result in the suspension of the entry. Generally, laws are created in accordance with the standards of the community and the propriety of conduct in public. The application of common sense to any area of concern will most times provide an appropriate and legal answer.

DECISION OF THE COMMITTEE

The decisions rendered by The Denver Pride Parade Management and/or Center Staff will be final. Denver Pride Parade maintains the right to refuse any entry or deny any application for any reason whatsoever. All entries must adhere to the Denver PrideFest Non-Discrimination Policy and Code of Conduct.