

Stonewall Columbus

Pride March 2024 Rules

YOUR GROUP MUST COMPLY WITH ALL INSTRUCTIONS GIVEN BY THE STAFF AND VOLUNTEERS OF STONEWALL COLUMBUS & STONEWALL COLUMBUS PRIDE. You are responsible for reading and understanding this material. Please share this information with the members of your organization and anyone responsible for any vehicles you may have in the March.

- **March Ambassadors:** March Ambassadors play a key role in the success of the Pride March as leaders of their group. They are the official liaisons between Stonewall Columbus Pride and your group. They serve as the point of contact in case of emergency and are tasked with making sure everyone in their group adheres to the March rules. Every group **MUST** be accompanied by at least one March Ambassador. Groups with more than 40 marchers (walkers) and/or multiple vehicles require additional Ambassadors (2+ vehicles = 2 ambassadors). The correct number of Ambassadors required for your entry will appear in your registration form based on your registration selections. Groups with over 40 marchers must have two Ambassadors. For each additional one hundred marchers after forty, you need to have an additional March Ambassador.
 - 0-40 = 1 ambassador
 - 41-140 = 2 ambassadors
 - 141-240 = 3 ambassadors
 - 241-340 = 4 ambassadors
 - 341-440 = 5 ambassadors
 - 441-540 = 6 ambassadors
 - 541-640 = 7 ambassadors
 - 641-740 = 8 ambassadors
 - 741-840 = 9 ambassadors
 - 841-940 = 10 ambassadors
 - 941-1040 = 11 ambassadors
- **Each March Ambassadors is required to attend one mandatory training session** before the day of the March.
 - Mandatory Trainings: 2024 March Ambassador Trainings will take place:
 - Sunday, May 5th VIRTUAL SESSION 1 PM – 3 PM
 - Thursday, May 23rd @ Stonewall Columbus In-person 6 PM – 8 PM
 - Thursday, June 6th VIRTUAL SESSION 6 PM – 8 PM
 - Your group should choose a March Ambassador(s) who can attend at least ONE mandatory training and pass all information and recordings to all contingents. For out-of-town participants, there will be at least two virtual sessions provided.
 - **Ambassador Apparel:** All March Ambassadors must wear the Ambassador apparel provided by Stonewall Columbus. This

identifies them to the March organizers and to the police as the individuals responsible for each group and its vehicles. Please have all ambassadors walking or outside of vehicles so they are seen by safety team, staff and volunteers during event.

- **Staging Area:** March Ambassador check-in and information tables will be located at your assigned check-in point. March Ambassadors must check-in during their designated arrival times. Participants that arrive earlier than scheduled will be asked to return at their scheduled arrival time. March Ambassadors must bring a photo ID to the check-in table to pick up their ambassador apparel. There will be a scheduled pickup announced prior to the event as well.
- **Order of March by Section:** All organizations must line up in the section to which they have been assigned and must do so at the designated time and location. Each organization must stay in its assigned section for the duration of its participation in the March. Any group that moves to another section or enters the March route from any point other than the Staging Area will be denied registration in the March the following year. This rule will be emphasized at March Ambassador training and in all our communications with registering organizations.
- **Registration:** All participants in the March must [register online](#) before May 15th, 2024 (5 PM). Registration includes fees depending on the type of entry and number of marchers. Please see the [2024 Participant Fee Schedule](#) on our website for details. All groups must be registered with Stonewall Columbus to enter the March. March registration applications will not be accepted after the stated deadlines. Fees for March “No Shows” on the day of the event will not be refunded.
- **Decorations:** All vehicles MUST be decorated and must make a positive statement appropriate to the day’s event. Creative costuming and decorations are strongly encouraged. *Stonewall Columbus prohibits the display of logos, slogans, trademarks of any business other than the business listed on your application and Stonewall pre-approved logos.* Changing your signs and display in the middle of the march is prohibited and will mean you are denied registration in the March the following year.
- **Sound:** Any walking group that intends to use any sound amplification device (e.g., speakers, bullhorns, car radios, microphones, etc.) or play live music (e.g., marching bands) must notify Stonewall Columbus on the application. It is our goal to spread these groups throughout the March to decrease the probability of having competing sound.
- **Confidentiality:** Stonewall Columbus does not release any personal contact information about individuals or organizations.
- **Movement & Performance:** To avoid the creation of gaps, groups are expected to be always moving forward along the route unless stopped by a March volunteer or the Columbus Police Department (CPD). If your group will be performing choreographed maneuvers, please plan to incorporate as much forward movement into the routine as possible. Please notify the Pride Event Coordinators if your group intends to stop at any point during

the route. Please pay attention to instructions from March volunteers about moving along and closing any gaps.

- **Live animals:** Stonewall Columbus DOES NOT permit any live animals in the March, walking or riding. This excludes certified service animals. The March is typically long, hot, and loud which can easily exhaust and frighten pets. For their comfort and the safety of the March, please leave your animals at home.
- **Audience Consideration:** Remember that your audience, the LGBTQI+ community, and its supporters, has changed over the years. More families, churches, young adults, children, and ally businesses are participating and viewing the March. We ask that you keep this year's March FULL OF FUN AND IN GOOD TASTE! Stonewall reserves the right to pull any vehicle, walking group, or other from the March if entry, presentation, or participants are found to be participating in illegal activity and/or inappropriate or offensive activity to/for the general audience.
- **Firearms:** Firearms, loaded or unloaded, concealed, or exposed, are strictly prohibited from any vehicle or walking group throughout the March. Exclusions include Stonewall hired Columbus Police officers pertaining to security contracts.
- **March Drinking:** We have been advised by the CPD that you will be cited for dinking in cars, or while walking on the March route. Without question, they WILL REMOVE YOU from the March. Please follow all open container laws, etc., as the CPD will be enforcing their alcohol policies during the March. We have a wonderful reputation with the CPD and the City of Columbus. Please do your part to ensure this reputation remains intact.
- **Throwing Objects or Distribution of Literature:** To ensure the safety of the participants and to limit the amount of litter generated by the March, the throwing of items (e.g., confetti, beads, coupons, candy, etc.) is prohibited. The use of confetti or confetti guns is also prohibited at this event. Throwing anything from a vehicle may result in a monetary fine deemed appropriate by Stonewall Columbus. You may hand out objects or literature one person at a time.
- **Litter:** To assist in the cleanup efforts, Pride Volunteers will be handing out trash bags at the Staging Area, on the March route and at the festival grounds. We are asking participants and attendees to use those bags to pick up any trash they see in their area and then deposit the bag beside any nearby trash receptacle. This is just one more way to show your PRIDE to our neighbors, our businesses, and our city! We need your help! So please grab a bag and help us succeed with this new community effort.
- **Campaigning:** As a 501(c)3 nonprofit organization, Stonewall Columbus, does not endorse political candidates or parties. The Pride March welcomes elected officials and candidates for office every year regardless of party affiliation. Political fundraising during the March is absolutely prohibited. For more additional questions regarding appropriate participation by candidates for office, please contact pridemarch@stonewallcolumbus.org or (614) 299-7764.

- **Anheuser-Busch/Bud Light:** Anheuser-Busch/Bud Light has been a Stonewall Pride sponsor since the mid-80s.; since that time the company has donated more than 130,000 in support of Stonewall's programs for the community; for many years, their donation was one of the few from the business community. We owe them great thanks for marching with and supporting us in the very early days of our movement. While we appreciate other beverage companies who sponsor LGBTQ+ community events, we celebrate Anheuser-Busch at Pride as one of the first businesses to become a Stonewall Columbus sponsor. Please show your respect for their years of sponsorship by not displaying other beverage logos in the March.
- **Hold Harmless/Indemnity:** All participants are responsible for 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. Applicant agrees to assume, indemnify and save harmless Stonewall Columbus and its agents, officers, employees, and volunteers from and against all claims, liability, costs and expense for any and all loss, damage or destruction of property (including that of the Stonewall Columbus, the undersigned and third persons), and for any and all injury, death or their casualty of persons (including employees and customers of the undersigned and third persons), resulting directly or indirectly from the undersigned's participation in the march and festival.
- **Insurance:** All participants (groups and individual entrants), including but not limited to vehicles participating in the march and festival must have their own insurance--Stonewall Columbus must be added as additional insured for the purposes of this event.

Sponsorships

We welcome corporations and organizations as sponsors. If interested, please contact Stonewall Columbus at (614) 299-7764, or via email at info@stonewallcolumbus.org. Please note: any marching contingent with corporate logos/images not previously authorized or approved by Stonewall Columbus will be subject to ejection from the March.

Additional Rules for Vehicles

- If you are going to have a vehicle in the March, you must adhere to the above General Rules and to these additional rules. You are responsible for reading and understanding this material. Please share this information with the members of your organization and anyone responsible for any vehicles you may have in the March.
- **March Ambassadors:** Any vehicle arriving without at least one trained March Ambassador will not be allowed to enter the March. Your fee will not be returned in such a case. It is the responsibility of the March

- Ambassador to work with the police in the event of an accident or mechanical failure of their vehicle.
- **Public Hazards:** Stonewall Columbus reserves the right to refuse entry to any vehicle deemed to pose a public hazard. Please do not use a vehicle that is prone to overheating or breaking down as this can cause serious delays in the March.
 - **Decorations:** All vehicles MUST be decorated and must make a positive statement appropriate to the day's event.
 - **Safety:** The speed limited throughout the March is 5 miles per hour unless specifically ordered to speed up to close a gap by a March volunteer or CPD. Participants may not mount or dismount a moving vehicle – the vehicle must come to a complete stop while people are mounting and dismounting to avoid serious injury or harm to march participants. No March participants should exit their vehicle unless clearly instructed by their driver. Your drivers must always stay with your vehicles so that they can be moved in case of an emergency.