

Cambio and La Raza Unida Present
26th Annual South Valley Día de los Muertos Marigold Parade and Celebration
“Protect Our Sacred: Lucha Por Lo Que Amas”
November 4, 2018

Marigold Parade Guidelines

Día de Los Muertos (Day of the Dead) is an ancient tradition rooted in Mexico, celebrating life and honoring those who have passed on. Our particular celebration draws its influences from Jose Guadalupe Posada’s early 1900’s portrayal of personalities and professions as skeletons or Calaveras. Posada depicted rich and poor alike as skeletons in ordinary and sometimes outrageous but tragic life settings. Printed sheets would circulate during Día De Los Muertos festivities where he would seize the opportunity for political satire and comedy. The Posada Calavera always seemed to be laughing, frolicking and up to some kind of mischief. We want the public to laugh and perhaps cry but never abhor, they must never be made to feel that they just walked away from seeing something gory, ghoulish, foul or traumatizing.

Our mission is to exert cultural self-determination, strengthen community, and promote cultural exchange through intergenerational learning and expression through art, music, food, dance and political satire. We want to promote pride in South Valley cultural identity through our grassroots, non-corporate organizing.

Parade Guidelines

- Theme can vary some from the above, but must also adhere to it. Judges will be on the corner of Isleta and Arenal. Certificates and choice of prize will be given for Best of Show, Best Theme, Most Significant Political Message, Most Comical, Best Costume, Best Spirit, and Judges Choice. Winners announced at the West Side Community Center (WSCC). No cash prizes.
- Volunteers are integral to a successful event. **Be respectful and follow direction of parade monitors/officials.** They will direct you to keep the pace that ensures a timely parade.
- **ALL FLOATS and walking/riding groups, MUST HAVE MARIGOLDS ON THEM.**
- Parade participants must assemble at the parade staging area at **12:00PM**—Citation Dr SW and El Centro Familiar Blvd (Behind the South Valley Sheriff’s Substation). **The parade leaves promptly at 2 PM.**
- Float length is limited to 21 feet long to 12 feet height, and 12 feet wide.
- No fire, other type of combustibles, dangerous gases, liquids, chemicals, or weapons.
- **All members** of floats or walking/riding groups must be masked or painted as Calaveras (No Halloween costumes or clowns. No bloody masks. **No Llorona** or evil spirits allowed)
- Any materials being handed out during the parade and celebration must be pre approved.
- No drinking or drugging. Come sober and watch your language. This is a family event.
- Political satire is welcome to be respectful of tradition, tasteful and not traumatizing.
- Car clubs will pick 5 of their cars to represent them in the parade.
- Unless your car is in the parade, carpool or be dropped off at the parade staging area.
- There will be a port-a-potty at the parade staging area. This is a limited resource. Please make sure to prepare for a long line and plan accordingly.
- Participants need to fill out entry form in order to participate
- In the spirit of our mission to strengthen community and promote cultural exchange, parade participants can be schools, non-profits, and individuals or small groups. We will no longer have participants who are for profit business nor political parties.
- To insure sustainability of this event, we are asking for parade participants to make a donation. No group or individual will be turned away for inability to pay. We suggest individuals and small groups of less than 10 participants to donate \$25 and larger groups to donate \$50. Checks can be made out to “Cambio” and sent with Parade Application.
- **Your application should be postmarked by September 16, 2018.**
- Please mail the printed application to:
Santana Avila
802 Gold Ave. Unit 304 SW
Albuquerque, NM 87102

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For grant reporting and creation of future mailing list we ask that you complete this application in order to participate in the parade. By doing so, you are committing to adhere to the parade guidelines. In addition, you take responsibility that members of your group are aware of the guidelines and will also adhere to them.

1. Participants Name and Phone Number: _____, (____)____-_____
2. Participants email address: _____@_____, _____@_____
2. Float/Participant Title _____
3. Describe your float/parade display:

4. How does your float/parade display represent the theme, tradition of Día De Los Muertos, or Mexicana, Chicana, Latina culture?

5. How does your float/parade display promote the mission statement of the South Valley Día De Los Muertos Marigold Parade and Celebration?

6. Of what materials is it made?
7. How is it going to move down the parade route?
8. Number of youth involved: _____
9. Number of elders involved: _____
10. Number of Professional artists involved: _____
11. Number of lay artists involved: _____
12. Any needs regarding accessibility: _____
13. Ethnicity of participants by number: _____
14. What are your ideas for maintaining the South Valley Día De Los Muertos Marigold Parade and Celebration as a grassroots, community, and non-corporate event?

For more information call (505) 385-4399, e-mail: santana@nifnm.org or Website: <http://www.muertosymarigolds.org/Registation/VendorRegistration.aspx>. You will be notified by October 1st if your application was accepted and given your parade #.

Entry received: _____
Number Assigned: _____