



Sierra Madre Rose Float Association 2009 Call for Designs

Now's your chance to design a Pasadena Tournament of Roses rose float! Between October 1st, 2007, and January 11th, 2008, the Sierra Madre Rose Float Association is accepting designs for our entry in the January 1, 2009 parade.

The official announcement of the Tournament of Roses Parade theme will occur after our call for designs closing date, but this year's pre-announcement hints are "entertainment" and "excitement" (such as Salute to Entertainment or Hat's Off to Entertainment).

Entry is open to all ages and you do not need to be an Association member nor a Sierra Madre resident. Designs developed by groups, including art classes and organizations, are gladly received. Designers are also encouraged to submit more than one design.

Design Guidelines

1. Design submissions should take into consideration the Tournament of Roses 2009 theme hints.
2. Designers should consider the appropriate use of animation and float riders, including 2-4 Rose Princesses and/or Escorts.
3. Float designs should not exceed 55 feet in length and 18 feet in width.
4. Please provide a title for your float design. Submission may also include a written description of the concept's intent: Use a separate piece of paper and limit your description to 100 words or less.
5. While only a very simple sketch is required to illustrate the concept, more detail can help in the decision process.

(Please be sure to read both pages of this announcement.)

Sierra Madre Rose Float Association
2009 Call for Designs, continued

Design Rules

1. Designs must be received no later than January 11th, 2008, at the address below.
2. Designs must be submitted on the 8½" x 11" Theme Draft Form in gray pencil. No color drawings or oversized drawings will be accepted. Do not put your name or a written description on the Theme Draft Form.
3. Designers must also submit a signed Design Release Form (one with each submission), certifying the originality of the design and assigning design rights to the Association.
4. Designs submitted to the Association become the property of the Association and may be modified by the Association to achieve construction and floral requirements.
5. The designer(s) may be asked for consultation.
6. The designer(s) understands that he/she will receive no compensation, monetary or otherwise, for the use of the design and that the Association, the City of Sierra Madre, and/or the Pasadena Tournament of Roses have no obligation of any kind toward the designer(s).
7. Submitted designs will not be returned

Mail all designs to: Sierra Madre Rose Float Association
 P.O. Box 603
 Sierra Madre, CA 91025

For further information, please call our Float Barn at 626-355-7005 and leave a message on the answering machine. We will return your call as soon as possible.

Submission forms are available at www.sierramadrerosefloat.org.