



**BLACK**

PROUDLY PRESENTS

*46th Annual San Bernardino*

**BLACK HISTORY**  
*is Alive!*

**PARADE & FESTIVAL**

**Saturday, February 1, 2025 • 9am**

*Parade route 2.7 miles along Baseline starting at Graciano Gomez Elementary School and ending at Arroyo High School in San Bernardino*

*Apply Today for Parade Entry,  
Festival Booth & Sponsorship*

**Deadline is Friday, January 10**



PARADE CHAIR: **Hardy Brown II**

COMMITTEE MEMBERS: **Jim King, Cheryl Brown, Willie Ellison, Russel Ward, Genevieve Echols, Bronica Martindale, Marcus Funchess, MaryRone Goodwin, James Baker, Jordan Brown, Shaila Carly Dameron, The Social Lites, The Swans, etc....**

BLACK CULTURAL FOUNDATION PRESIDENT: **Carl M. Dameron**







# 46th Annual San Bernardino BLACK HISTORY *is Alive!* PARADE & FESTIVAL

## PARADE APPLICATION

**APPLICATION DEADLINE JANUARY 10, 2025 • 5pm**

**ENTRY FEE: \$50.00\***

Checks or Money Orders Payable to:  
**The Black Culture Foundation**  
P.O. Box 7288, San Bernardino, CA, 92411-0288  
Phone: 909-534-9500



*This application is available online at: [SBBCFoundation.org](http://SBBCFoundation.org)*  
\*Successful applicants may appear on entertainment stage at no additional fee.

**FILL IN ALL APPLICABLE SPACES, OR THE ENTRY WILL BE INVALID**  
(Please Print Clearly Blue or Black ink)  
**RETURN THIS PORTION**

NAME OF ENTRANT: \_\_\_\_\_

DIRECTOR/MANAGER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ NUMBER IN GROUP: \_\_\_\_\_ \*STAGE:  YES  NO

(For participants under 18, the parent/legal guardian must sign and date a separate attachment)

*If your group has more than three vehicles, you must submit additional applications and fees to cover the group's expenses.*

### CATEGORY:

- Drill Team
- Band
- Auto/Truck
- Color Guard
- Cheer Squad
- Dance Team
- Step Team
- Float
- Equestrian
- Elected official
- Entertainer/Athlete
- Civic or Community Group
- Performance Stage (FESTIVAL ONLY)





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## Description of Entry

*This Portion MUST be Completed*

Please include as much detail as possible, info will also be used by emcee to announcement entry

Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Background / History: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Parade Facts & Info

*Complete and return the Entry Form. All entries must be received no later than January 10, 2025 at 5pm, Parade applications received after this deadline may not be eligible to participate*

**Check-in and Number assignment is located at Parade Starting Point:  
Graciano Gomez Elementary School, 1480 W. 11th Street, San Bernardino, CA 92411**

1. All entries must be received by 5:00pm on Friday, January 10, 2025.
2. PARADE WILL START PROMPTLY AT 9:00am
3. CHECK-IN BOOTH CLOSING TIME IS 8:00am  
*All units must be checked in by this time*
4. FORWARD motion must be maintained throughout the Parade Route
5. NO CANDY OR OBJECT-THROWING TO THE CROWD IS PERMITTED
6. All participants must be uniformed, costumed, or appropriately attired.
7. All vehicles and floats must be insured, and proof of insurance must be submitted at least ten days before the parade.
8. Any entries consisting of advertising or expressing political or social viewpoints, etc. will not be acceptable.
9. The Parade Committee must approve all entries and any deviation from the rules before they accept the Parade Application.
10. The Parade Committee accepts no responsibility for false statements by applicants and Entrants.
11. An identification banner or sign for your group is required.



### FOR INFORMATION CONTACT

Carl M. Dameron, President, Black Culture Foundation  
909-534-9500 or email [BlackRose@SBBCFoundation.org](mailto:BlackRose@SBBCFoundation.org)  
*This application is available on the website at [sbbcfoundation.org](http://sbbcfoundation.org)*





*46th Annual San Bernardino*  
**BLACK HISTORY** *is Alive!* **PARADE & FESTIVAL**

# Sponsorship & Vendor Info

**Platinum Sponsor**

Includes up to three floats or vehicles in the parade, two 20'x 20' booths at festival, name in all advertising, name mentioned by announcer at parade and festival, banners at festival, press release announcing your sponsorship, mention in all press releases, table of eight at the Black Rose Awards Saturday, February 1 at 5:30 pm at Cal State San Bernardino.

x \$10,000 = \_\_\_\_\_

**Gold Sponsor**

Includes up to two floats or vehicles in the parade, one 20'x 20' booth at festival, name mentioned by announcer at parade and festival, banners at festival, press release announcing your sponsorship, four tickets to the Black Rose Awards.

x \$5,000 = \_\_\_\_\_

**Silver Sponsor**

Includes one float or vehicle in the parade, 10'x10' booth at festival, name mentioned by announcer at parade and festival, two tickets to the Black Rose Awards.

x \$2,500 = \_\_\_\_\_

**Bronze Sponsor**

One vehicle in the parade, 10'x10' booth at festival, name mentioned by announcer at parade and festival.

x \$1,250 = \_\_\_\_\_

Food Truck or Food Booth at Festival ..... x \$500 = \_\_\_\_\_

10'x10' booth at Festival ..... x \$250 = \_\_\_\_\_

10'x10' booth at Festival (non-profit rate) ..... x \$125 = \_\_\_\_\_

10'x10' booth at Festival (community member rate) ..... x \$50 = \_\_\_\_\_

***The 32nd Annual Black Rose Awards***  
 Saturday, February 1 at 5:30pm at Cal State San Bernardino

*Tickets are available at [SBBCFoundation.org](http://SBBCFoundation.org)*







# BLACK HISTORY *is Alive!* PARADE & FESTIVAL

## RELEASE AND HOLD HARMLESS AGREEMENT FOR THE SAN BERNARDINO BLACK HISTORY PARADE

I, \_\_\_\_\_, fully understand that  
(Last) (First) (Middle)

The Black Culture Foundation insurance does not provide medical payments in the event that I am injured while a participant before, during or after the Black History Parade. I also understand that the Foundation's insurance does not include any coverage for uninsured or underinsured motorists. In the event that I am injured as a result of the act or omission of any party other than the Foundation, its officers or employees, my ability to recover special or general damages (as defined by the Civil Code) will be limited in that I will not be entitled to recover those damages from the Black Culture Foundation.

Notwithstanding the above acknowledgment, I understand that my participation in the Black History Parade. (hereafter referred to as "Event"), including transportation to and from said Event, exposes me to the risk of personal injury, death or property damage. I hereby acknowledge that I am voluntarily participating in this event and expressly agree to assume any such risks.

### IF PARTICIPANT IS A MINOR, PLEASE COMPLETE THE FOLLOWING PARAGRAPH

I, \_\_\_\_\_, am the parent and/or  
(Last) (First) (Middle)

Legal Guardian of \_\_\_\_\_, a minor.  
(Last) (First) (Middle)

I fully understand that participation in the Black History Parade (hereafter referred to as "Event") exposes participants to the risk of personal injury, death or property damage. I hereby acknowledge that is voluntarily participating in this Event with my express permission. As parent and/or Legal Guardian, I expressly agree to assume any such risks.

In consideration for being permitted to participate in the Program, I hereby release and forever discharge the Black Culture Foundation, its officers, employees, agents and volunteers for any injury, death or damage to or loss of personal property arising out of or connection with my or my child's participation in the Event from whatever cause, including the active or passive negligence of the Foundation, its officers, employees, agents and volunteers or any other participants in the Event.

In further consideration for being allowed to participate in the Event, I hereby agree, for myself, my heirs, administrators, executors and assigns, that I will indemnify and hold harmless the Foundation of San Bernardino, its officers, employees agents and volunteers from any and all claims; including claims for Workers' Compensation benefits, damages, demands, actions or suits arising out of or in connection with my participation in the Program brought by any third party.

**I HAVE CAREFULLY READ THIS RELEASE AND HOLD HARMLESS AGREEMENT AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT IT IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.**

Date \_\_\_\_\_ Signature \_\_\_\_\_

