



2025 Pride Parade

Instructions & Rules

The Basics:

- The parade takes place **Saturday, July 19, 2025 on SOUTH AVENUE**
- Parade lineup begins at **8:30 AM** and the parade kicks off at **11:00 AM**.
- The parade will take place regardless of the weather. There is no rain backup date for the parade. Dress and prepare parade décor considering any weather possibilities.
- Parade lineup occurs on **Science Parkway**.
- Arrive for line up at **your designated time frame** with assigned lineup number **NOT** before.
- Pride Parade volunteers will be available to assist you on the day of the Parade. Volunteers can be identified by their **neon green t-shirts** and/or orange safety vests.
- The parade will travel north along South Avenue, toward Highland Park, take a right on Highland Ave, and end at the Lilac Crosswalk. At the end, floats may continue straight to exit the parade. If float would like to park to attend festival, you may proceed east down Highland Ave to Goodman, turn right to go south on Goodman to Elmwood, and turn right to go west on Elmwood where you will be able to park at the grass lot on the right hand side, next to Al Sigl Center.
- Walkers may turn right at the end of the parade and proceed to the Pride Fest at Highland Park's Lilac Adventure Zone entrance.
- There will be a shuttle for any parade and festival goers that travels continuously from lilac crosswalk on Highland Ave to Trillium Health on Science Parkway throughout the length of the festival, as well as a shuttle to the Pride MCC lot.
- **Note: There is no overnight parking on Science Parkway. Please recommend that participants get dropped off/rideshare/carpool. There is limited space for non-parade vehicles. Parking is available at MCC (Lot A) and a shuttle will run to Science Parkway and Festival stops. The Parade shuttle will begin at 9am and Parade and Festival stops will run until 7pm. Please utilize this shuttle.**

Before the Parade:

- **You will receive your staging area number assignment and detailed route information via email. This will be sent out at least 2 weeks in advance of the Parade.**
- Please note that you will be given a designated time for lineup between 8:30AM – 11AM.
- All participants (or designated group leads) must check-in with the Parade Officials at the Registration Tent at the entrance to Science Parkway. **Do not come to the staging area before 8:30am**. The parade will start promptly at **11:00am**.
- Due to the volume of participants please note that your number in line may shift.
- Numbered sheets will be provided and must be displayed on the **Front Passenger** side of the group or float. **Please** bring your own painter's tape to adhere number. Judges will score

your presentation using your lineup number. **Please note that there is NO judge's tent this year.** Judges will be placed along the route and will score participants by the number displayed. Awards to be handed out:

- **Muther's Award:** Best float overall
- **Evelyn Bailey Award:** Float that best showcases this year's theme: **Rainbow Revolution**
- **Rainbow Award:** Float with most Pride spirit
- **Stonewall Award:** Walking troupe with most Pride spirit
- If you are decorating your entry at the staging area, remember to bring your own materials. You are responsible for all items that you brought with you and **you must take them with you when you step off. Bring bags to recycle and/or dispose of your own waste. If you are found to leave trash behind, your organization will be charged an additional \$100 for clean-up costs and risk being prevented from participating in future events.**
- There will be portable restrooms located along Science Parkway and at Trillium Health (170 Science Parkway).

All Parade Participants:

- Due to the potential for extreme heat and in an effort to keep pets safe, there will be **no animals allowed in the parade**. If service animal- please have protective footwear for animal from hot pavement.
- You may **NOT THROW** anything to parade guests. You may hand-distribute items. Violators will be held responsible for all clean-up costs and/or fines and may not be allowed to enter the parade the following year. Be mindful of children!
- Walkers, monitors, and floats/float riders are not allowed to sell items.
- Water bottles will be passed out during Parade check-in.
- Explosives or open flames are not allowed. We discourage the use of water guns, water balloons, cannons, etc.
- Marching units assume all responsibility for the safety of all monitors, marchers, spectators, bystanders, and property. The Trillium Health Foundation is not responsible for any loss, damage, or injuries caused to participants, spectators, or animals during the event.
- Nudity and obscenity is not permitted. Genitals must be fully covered. You are required to follow New York State, County of Monroe, and City of Rochester laws and ordinances. If you do not you can be fined and/or arrested. Any unit that does not comply with this rule will be removed from the parade.
- The Trillium Health Foundation reserves the right to remove any person or unit from the pre-parade assembly area or any person who, in its opinion, is a hindrance to the progress of the parade, places other participants or spectators in danger, or violates any of the rules.
- You are encouraged to observe all laws, watch for police and officials' direction at all times and be observant of what is going on ahead of you and what spectators are doing to keep the parade safe for all.
- This is a celebration of our community pride, history, and contributions we make, but often there are protestors. We are advised NOT to interact with them. Ignore them and move forward past them in a calm and orderly fashion. Police and marshals will be present to monitor our safety.

- By registering to participate in the parade, all participants agree that their participation and parade entry shall be supportive of and appropriate to the purposes of the Rochester Pride Fest and Parade which are:
 - To educate all citizens about the issues and concerns of gay, lesbian, bisexual, transgender, non-binary, and queer+ citizens.
 - To promote and provide cultural activities within the gay, lesbian, bisexual, transgender, non-binary, and queer+ community.
 - To advocate for and encourage the participation of gay, lesbian, bisexual, transgender, non-binary, and queer+ people in the educational, cultural, and civic life of Rochester, NY and surrounding areas.
 - To increase the visibility of the gay, lesbian, bisexual, transgender, non-binary, and queer+ community in Rochester, NY and surrounding areas.
 - To enhance the quality of life for gay, lesbian, bisexual, transgender, non-binary, and queer+ people in Rochester, NY and surrounding areas.

Floats and vehicle entries:

- Floats may NOT be higher than 13 feet or wider than 25 feet. There are street lamps, wires, and curves along the parade route. Consider these factors when designing and decorating your entry. All floats must have walkers or monitors on all four sides to ensure the float does not interfere with street lamp, wires, and pedestrians.
- Make sure to bring your own painter's tape in order to affix your number to your float.
- All decorations must be properly secured - decorate with wind, rain and/or hot sun in mind for the best and long lasting (3 to 4 hour "life" from start to completion).
- Make sure your float can safely accommodate all riders. To prevent injuries, each rider must be able to easily grab hold of a reinforced portion of the float. Anyone riding on a float is responsible for his or her own safety.
- The **SPEED LIMIT is 5 mph**. Please be prepared to stop occasionally, when indicated by traffic controllers or parade marshals.
- Parking of floats and vehicles participating in the parade is the responsibility of the contact person.
- It is the responsibility of the contingent's main contact to ensure that each vehicle that enters the parade lineup area and/or participates in the parade must have liability insurance, and the driver must have a valid driver's license. These must be presented upon request. Failure to provide will disqualify the individual and/or contingent from participating in the parade.
- All riders must get off your float/vehicle in adherence to traffic laws once beyond the limits of the parade route.

Thank you for participating in Rochester's annual Pride celebration and parade.

Enjoy all 2025 Pride events!

RochesterPride.com