



Closer to Israel 65 Parade and Celebratory Event

The UK Jewish and pro-Israel community will celebrate the 65th anniversary of the founding of the State of Israel with a major outdoor community event, entitled "Closer to Israel". Closer to Israel will comprise a vibrant street parade on June 2nd in Central London, representing the diversity and spirit that makes our community, followed by the coming together of parade participants, spectators and supporters, for a celebratory finale.

The decision to hold this event was taken by the heads of major communal organisations at a meeting of the Jewish Leadership Council earlier this year. A delivery group chaired by Doug Krikler and comprising representatives of the JLC, UJIA, Board of Deputies, WIZO UK, CST and ZF will be responsible for organising the event.

Closer to Israel will also be the over-arching brand and umbrella for a programme of year-round grass roots activities, led by Board of Deputies Senior Vice-President Laura Marks.

Closer to Israel will be a fantastic opportunity to show the extent to which Israel remains a central part of our collective communal identity. We hope that there will be representation from as many community groups and organisations as possible. There are a variety of ways to get involved and show your support. Please see below a step by step guide to participation and the relevant supporting documentation.

Next Steps

1. To think about the level of participation you / your organisation would like to have at the event i.e. being in the parade, bringing something to the line up at the finale, promoting the event to your community / database to help support spectatorship or all of the above!
2. If you would like to be in the Parade, you will need to submit a participant application form (attached) and assign a member of your organisation the responsibility of being the point of contact. They will then need to liaise with the Closer to Israel Events Manager and be responsible for pulling the Parade group together.
3. If you would like to add something to the line up at the festival (singing, music, activity etc.) then again you will need to appoint someone in your team to liaise with the Closer to Israel Events Manager on your ideas.
4. If you are able to support the event by helping with the promotion of the event to your members / communities / databases, then the Closer to Israel team will support you in any way they can to do this.

To find out more or if you have questions please contact The Closer to Israel Event Manager, Laura Jay on 020 7424 6447 email themainevent@closer-to-israel.org.uk or log onto www.closetoisrael.org.uk

We look forward to hearing from you and to sharing this exciting and memorable day with you.



Participant Information and Booking Form

To participate in the Closer to Israel Parade, please complete this form and return it no later than **May 6th 2013** by email to: themainevent@closetoisrael.org.uk or by post to: Laura Jay, UJIA, 37 Kentish Town Road, Camden, London, NW1 8NX

Organisation Details

Name	
Address	
Telephone	
Email	
Website Address	
Twitter /Facebook page names (only applicable to organisations)	

Parade Details

Total number of participants (approx.)	
Age range of the participants	
<p>Please give us a brief description of what your group would like to do in the parade and if your group is going to be bringing any of the list below please give as much detail as possible:</p> <ul style="list-style-type: none"> - Costumes - Props (banners, flags etc) - Floats (vehicles / bicycles / minivans / motorcycles etc) - Musical Instruments - Animals 	

Will you be bringing a sound system	YES NO (If yes please give details)
Will you be using a microphone	YES NO

Hand Outs

Do you plan on handing anything out to Parade spectators? if so please give details	
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Contacts on the Day

Name of lead person on the day	
Lead persons mobile phone number	



Participant Information - Making the most of your parade experience

Inspiring Participation

There are no rules to participation but we would like to encourage you to incorporate the parade theme 'CLOSER TO ISRAEL' where possible. Be as creative as you like in thinking about how your group can show what makes you as an organisation feel CLOSE TO ISRAEL. The more vibrant and colourful the parade, the more engaging and enjoyable it will be. Below are some ideas for you to consider when deciding on what you would like your group to do:

- Wave flags and hold banners
- Dance
- Sing
- Ride bicycles, scooters, motorbikes etc
- Wear a uniform / branded t-shirt / costume
- Play musical instruments
- Bring decorated vehicles (cars, floats, mini vans etc)
- Face paint
- Large props

Parade Suppliers

The JLC Purchasing Club is an established supplier within the community. They can help you with ideas when planning what items you may need for the big day. They have a range of suppliers that can produce over 3000 types of promotional items on short lead times and wherever possible small minimums. They can also supply Israel flags. If you require any supplies for the big day please call Marshall Hoffman at the JLC Purchasing Club on 020 8906 6716 (mobile: 07775563969) or email info@jlc purchasing club.co.uk

Spectators

We hope that as many people as possible will come to watch the parade and join in the celebratory activities at the finale, details for which will be confirmed in the coming weeks. We urge you to encourage your friends, family, colleagues, member's of your organisation to come along to show their support and be part of the experience. Event logo's, e-flyers and E-posters will all be made available for you to use, please contact us for more details.

Health & Safety

The Council, Police and CST will be working together to secure the parade and festival sites and will manage the road closures and traffic. They will however need your support to ensure the safety of your group. Please read the important health and safety notes below as they will need to be taken into consideration when filling out the booking form:

1.1 All groups participating must elect at least one marshal to take responsibility for leading your group, and where your group is predominantly children, you need to ensure there are a sufficient number of adults to safely marshal them.

1.2 Every entry must have a named contact person that the Events Manager can communicate with. A contact person is necessary so that the Events Manager, can communicate easily and reliably with the organisations wanting to participate. The contact person's details must be included on the application form. The contact person must be the person who will take responsibility for the entry, and must have sufficient authority within their own organisation to do this.

1.3 The contact person (or a nominated representative) **must** attend the Parade briefing meeting on Parade day. The time will be confirmed by email prior to the event. If the contact person does not attend, the entry will be excluded from the Parade.

1.4 If you wish to distribute any items such as leaflets, flyers, stickers, flags, etc you must get these items explicitly approved **before the day** of the parade. Approval will likely only be granted if the following conditions are met:

The items are distributed safely i.e. - items handed to recipients and never thrown.

The items do not have excess packaging, and you dispose properly of an outer packaging. This prevents the parade from generating unnecessary litter.

Items will be targeted at recipients who are likely to have an interest in the item, and are less likely to discard unwanted items as litter.

Once an entry has taken its place in the Parade, no unapproved materials may be distributed. Any individual or group that tries to distribute any unapproved materials on the Parade will have those materials removed.

The Application Process

Once your application has been reviewed you will receive confirmation of your place in the Parade. Closer to the event you will receive all the necessary details about meeting points / timings etc.

Any entry may have to follow additional rules or restrictions that the Parade Manager may need to apply. These additional rules may apply to all entries or to specific entries only.

If you have any questions please contact us through the details on the application form.

Forms and guidance can also be downloaded from www.closertoisrael.org.uk