



## REGISTRATION LOVE MOBILE FOR THE STREET PARADE 2022

Dear Scene Creator,

After the Street Parade 2020 + 2021 have unfortunately fallen victim to the virus, we are now working flat out on the preparations for the next edition. The 29<sup>th</sup> Street Parade will be taking place on the tried and tested route around the Zurich lakeside on **Saturday, 13 August 2022**.

**Become a part of the world's most impressive parade and play an active role in designing the upcoming Street Parade with your own Love Mobile!**

Along with the «fun factor», you also have the opportunity, with your own Love Mobile, to present your label not only to spectators from Switzerland and beyond, but also to the various media. As in past years, we will only consider labels from the electronic music sector (along with DJs, clubs, event organisers, booking agencies, etc.) as participants. Naturally, you can also present your Love Mobile in cooperation with partners (e.g. another club). If you are considering a collaboration of this type but can't find anyone, we can also find you a partner.

**The participation is free of charge**, the security deposit is CHF 5'000.– (EUR 4'500.–). This sum will be repaid in full provided that all the requirements and rules are followed.

Your Love Mobile will be prominently presented at all Street Parade communication-channels (booklet web, social media). In addition, you will also benefit from countless other services, such as joint infrastructure purchases, advice and an organised setup area. Unfortunately, these expenses we have to charge a one-off handling fee of CHF 500.– (EUR 450.–) per Love Mobile.

We look forward to receiving your exciting concept, with a detailed description of the planned Love Mobile (plan / drawing, sound direction, decoration concept, etc.) by **28 February 2022 at the latest**. The «Love Mobile Council» will then decide, by the beginning of April, which Love Mobiles will be allowed to join the Street Parade.

If you have any questions, please do not hesitate to contact us. +41 (44) 261 99 01, [info@streetparade.com](mailto:info@streetparade.com).

Greetings

Joel Meier  
President, Verein Street Parade Zürich



## REGISTRATION LOVE MOBILE FOR THE STREET PARADE 2022

**Company / Label:**

---

Industry (DJ / Club / Agency etc.):

---

**Person in charge: (at least 18 years old)**

Name:

First Name:

Date of birth:

Nationality:

Street / No.:

---

Zip / City:

Country:

Tel.:

E-Mail:

---

**Why do you want to participate with a Love Mobile at Street Parade?**

---

---

**Which partner(s) do you expect working with?**

Yes, with:

---

No

---

**How will your Love Mobile be paid?**

---

---

**What is your budget?**

less than EUR 10'000     EUR 10'000 – 20'000     over EUR 20'000

**Are you organising a party on the night after or before the Street Parade?**

No     I don't know     Yes (location):

---

**How long is your Love Mobile (truck incl.) expected to be?**

Less than 15 meters     Less than 25 meters     Over 30 meters





## FACTS SHEET

### LOVE MOBILE FOR THE 2022 STREET PARADE

#### 1. Handling fee

Your Love Mobile will be prominently presented at all our communication-channels (booklet web, social media). In addition, you will also benefit from countless other services, such as joint infrastructure purchases, advice and an organised setup area. Unfortunately, these expenses we now have to charge a one-off handling fee of CHF 500.– (EUR 450.–).

#### 2. Size of the Love Mobile

The length of the Love Mobile does not reflect its quality or play any part in its selection by the «Love Mobile Council». The only thing that counts is the overall concept (sound, decoration, mood, participants, appearances in the scene to date, etc.). The public can also be amazed by a small but beautiful Mobile. The maximum dimensions applied since 2011 are: Length 30m, width 3.50m, height 4.00m.

#### 3. Financing

Because of the different backgrounds, there is no formula for financing a Love Mobile. However, depending on size, ingenuity, connections with suppliers, etc., it is possible to construct a Love Mobile for CHF 10'000.–. This sum can then be recouped by ticket sales or through sponsors (see Point 7).

#### 4. Cooperation partners (label – label, club - label, etc.)

You don't need to present your Love Mobile alone – you can join with another organisation. Surely you must know other event organisers/clubs/DJs, etc. who would be willing to go in with you. In that way, you can share the costs and the work/organisation.

#### 5. Partnership deal with suppliers (building company, PA supplier, truck hire firm)

Convince your suppliers of the advertising effect and all the fun to be had at the Street Parade. In that way, you will attract sponsors or be able to get hold of materials on much better terms.

#### 6. Selling tickets

It has been possible to sell spaces on Love Mobiles for years now. However, you need to be a little bit careful about this, because these ticket purchasers will define the image and mood of your Love Mobile during the Street Parade.

#### 7. Sponsorship by external companies

You can affix ONE sponsorship area covering max. 2 x 1 m, featuring the logos of your financing partner, on EACH side of the Love Mobile. However, these may not be in competition with the sponsors of the Street Parade. For this reason, no major, (inter)nationally known companies are allowed as sponsors. The XY Gym in Essex or the Meier Garden Centre in Surrey, however, could easily be partners. **In general, all sponsorship must be submitted and approved in writing.**

#### 8. Application process

When the closing deadline (28 February 2022) has passed, our Love Mobile Council, consisting of members of the OC and the *Verein*, will look at the applications received. The Love Mobiles that are selected will receive the definitive decision, including contract documents, at about the beginning of April. Participation in the Street Parade is only guaranteed once the contract has been signed and the security deposit paid.

#### 9. Deposit

Taking part in the Street Parade costs nothing; the security deposit is CHF 5,000.– (EUR 4'500.–), which must be paid by each Love Mobile no later than 20 days before the Street Parade. This sum will be repaid in full provided that all the requirements and rules are followed.

**Further information:** [info@streetparade.ch](mailto:info@streetparade.ch) or tel. +41 44 261 99 01