

## 2017 Occupational Therapy Centennial Float FAQ's

### **When was the OT Centennial Float initiative launched?**

In October 2011, the OTAC Board approved the motion to pursue the possibility of occupational therapy being represented in the 2017 Annual Tournament of Roses® Parade, the largest social ritual in the world. This initiative was aligned with the profession's Centennial Vision, in particular to help make occupational therapy '*widely recognized*' and '*globally connected*'. OTAC Region 2 Director at the time and originator of this idea, Sarah Bream, was nominated to serve as the Chair of the OT Centennial Float Ad Hoc Committee to lead this unprecedented endeavor on behalf of the entire occupational therapy profession.

### **What does the OT Centennial Float represent?**

The OT Centennial Float honors the 100-year history of the occupational therapy profession, and most importantly, the individuals and families whose lives have been impacted by occupational therapy. The OT Centennial Float entry in the 2017 Annual Tournament of Roses® Parade launches the centennial celebration of the profession.

### **Why is the OT Centennial Float important for the profession?**

The Annual Tournament of Roses® Parade is the most widely recognized social ritual in the world. Millions of viewers around the globe view the Annual Rose Parade® on television and over 600,000 attend the parade in-person in Pasadena, California each year. Thousands more individuals attend the post-parade Showcase of Floats. The Occupational Therapy Centennial Float will be viewed by millions and millions of people who will see and hear the words "occupational therapy". As an official entry in the Annual Tournament of Roses® Parade, OTAC has access to local, national, and global media for interviews with practitioners and leaders of the profession. These human interest stories highlighting the impact of occupational therapy will further our goal of making occupational therapy a household name.

### **When and where is the 2017 Annual Tournament of Roses® Parade?**

The parade will be held on Monday, January 2, 2017 in Pasadena, CA. The Annual Rose Parade has a time-honored tradition that the parade is "Never on Sunday." For additional information visit [www.tournamentofroses.com](http://www.tournamentofroses.com).

### **How many people have served on OTAC's OT Centennial Float Ad Hoc Committee?**

Over 50 people across the country have dedicated countless hours over the past 6 years serving the profession on behalf of the OT Centennial Float initiative. Members have included occupational therapists, occupational therapy assistants, students, faculty, private practice owners, retirees from across the country.

### **How many people will ride the float and what do they represent?**

It is anticipated that 12 people will be selected to ride the float. Riders are one aspect of the float and are intended to help tell the story of occupational therapy. Collectively, the float and its riders honors the 100-year history of the profession, including over 450,000 practitioners and millions of individuals and families served by occupational therapy around the world, as well as celebrates the future vision of the profession.

### **How will it be determined who will ride the float?**

With OTAC serving as the official parade entry and the lead sponsoring organization, the OTAC Board of Directors is responsible for approving all float riders. Considerations for selecting float riders include but are not limited to the following: the power or client stories; variety of practice areas and populations represented; diversity in age, gender, ethnicity; diversity in geography; education; research; legacy and contributions to the profession, to name a few.

### **Who will ride the float?**

Some riders may likely include former clients of occupational therapy paired with their occupational therapy provider. People engaging in day to day life, doing what is meaningful to them, best tell the story of occupational therapy.

### **Am I eligible to be included in the raffle to win a ride on the float?**

Any individual or organization that donates at the \$1,000 level will be included in a raffle to ride the float.

### **What is the average cost of a float entry in the Tournament of Roses® Parade?**

The cost for floats may range from \$150,000 to over \$500,000. The cost of the OT Centennial Float is \$280,000. OTAC's goal is raise the final \$100,000 before the end of January 2017 when the final payment is due. This investment is not solely for the float, but rather an investment in a much larger public relations campaign. The OT Centennial Float launches the beginning of OTAC's year-long strategic marketing campaign to promote occupational therapy.

### **How is the float being paid for?**

A variety of grassroots fundraising efforts have been in motion since 2011, but most aggressively since the approval in September 2016 as an official float entry. Some of these efforts include but are not limited to the following: 1) Pursuing corporate sponsors. 2) All 50 state occupational therapy associations have been asked to donate \$1,000. 3) All 300+ academic programs in occupational therapy have been asked to donate \$1,000. 4) There is a "Students Ride the Float" initiative lasting until November 18. The SOTA that raises the most money will nominate a rider for the float. Any SOTA that raises \$1,000 will be included in a raffle to win the opportunity to nominate a fellow student to ride the float. 5) Personal donations from CA practitioners at OTAC Annual Conferences & Spring Symposium since 2012. 6) Personal donations from practitioners and educators across the nation at AOTA Annual Conferences 2014, 2015, 2016. For a current list of sponsors of the OT Centennial Float, please visit OTAC's Booth at the Exhibit Hall.

### **Who builds the float?**

The official builder of the OT Centennial Float is Fiesta Floats' owner, Tim Estes. Fiesta Floats is the premier builder for parade floats and has been in business for 29 years. For further information please visit Fiesta Floats' website: <http://fiestaparadefloats.com/about/>.

### **What happens if all of the funds are not raised?**

OTAC, as the official parade entry, would be obligated to pay the remaining balance of funds due. OTAC has a signed and fully executed contract with float builder, Fiesta Floats.

### **When will the float be decorated with the fresh flowers and organic materials?**

The float will be decorated December 27 – December 31 at Fiesta Floats in Irwindale, CA.

### **Who is decorating the float?**

500 individuals have signed up to decorate the float. OTAC distributed *SignUp Genius* email blasts to membership. The Committee also emailed hundreds of individuals across the country who signed up at any of the OTAC or AOTA conferences since the inception of the initiative, indicating they were interested in decorating the float.

### **What is the Post-Parade Showcase of Floats?**

Immediately after the parade, the OT Centennial Float will be on display January 2 – 3 at the Post-Parade Showcase of Floats. This affords yet another opportunity for thousands of people to see the OT Centennial Float up close and personal and for occupational therapy practitioners and clients to educate the public about occupational therapy.

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### **What happens after the parade?**

The OT Centennial Float and participation in the Annual Tournament of Roses® Parade is just the beginning! OTAC's vision is to utilize the momentum generated from January 2017 to launch into a strategic and ongoing marketing and public relations campaign, promoting the impact of occupational therapy in people's lives.

### **How can I help support the OT Centennial Float initiative?**

You can help support *worldwide recognition* of occupational therapy by visiting the OT Centennial Float Booth during conference and do the following:

- 1) **Donate** [www.otaonline.org](http://www.otaonline.org)
- 2) **Stock up** on your keepsake Occupational Therapy Centennial SWAG
- 3) **Attend** the **Family Festival & FUN!draiser** at Fiesta Floats in Irwindale, CA. on Dec. 17
- 4) **Volunteer** your time at the Festival on Dec. 17
- 5) **Donate** needed items to the Festival on Dec. 17