



## 2021 Holiday Parade | Friday, December 3, 6:30pm

**FEE: \$35.00 per float | \$20.00 non-profit rate**

### Float Guidelines:

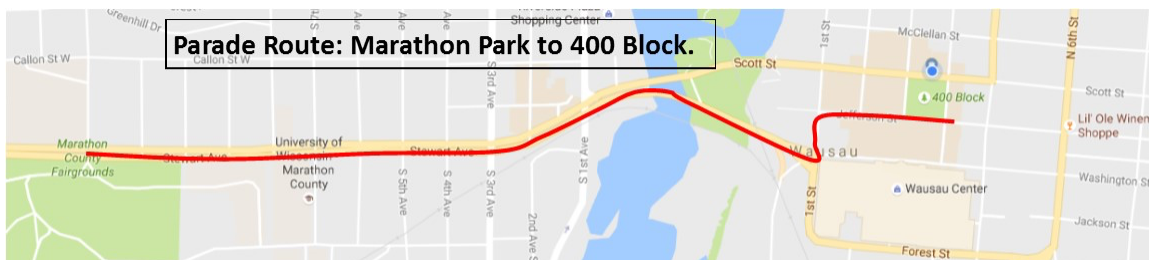
- Lineup will start at 4:30 p.m., Friday, December 3. Enter Marathon Park through Garfield Street. **Lineup is first come, first serve.** The parade will start at 6:30 p.m. – be ready to go by 6:15 p.m.
- Lineup is on a first come, first serve basis. If you have multiple vehicles, you must wait to line-up until your entire group has arrived.
- You will receive your identification number when you arrive at the park. Please place this number in your windshield. You will show your number to a volunteer located on the corner of Jefferson and First Street who will radio it to the announcers. *THIS NUMBER DOES NOT DETERMINE YOUR SPOT IN THE LINEUP – IT IS ONLY FOR IDENTIFICATION PURPOSES.*

### Important Information:

- Items can be passed out by your WALKERS ONLY absolutely NOTHING can be thrown from the float. This is for everyone's safety.
- Do not use Santa or Mrs. Claus in your float; it confuses children who still believe.
- Floats must be decorated, don't forget to use lights!
- Keep walkers no more than 15 feet from you float. WALKERS MUST KEEP PACE!
- Please make arrangements prior to the parade for walkers and float participants to be picked up or taken back to Marathon Park.
- Participants **MUST** complete the entire parade route. **NO** early turn-offs. The announcer's stand is at the 400 Block. At Jefferson & First Street a person will ask for your number to relay it to the announcers.
- You may help sponsor the candy for \$50 or get a page in the coloring book that is handed out along the route for \$80!

**Exit Route:** Once past Jefferson street by the 400 block, continue straight to Sixth street.

**Unloading:** Do not unload on Jefferson Street and back-up the parade. We suggest the US bank parking lot off Jefferson.



## Large Group

- If you have a large group, ESPECIALLY with children, it is your responsibility to have a meeting place. Many parents are dropping off children and we have no way to determine where your float is. We suggest meeting near the tennis courts at Marathon Park.

## Candy Guidelines

- Sponsored Candy will be given out from the last float of the parade - the Santa Float. This is for the safety of all children, families, and participants. If your organization is interested in sponsoring candy for the Santa Float, please send \$50.00 dollars to Wausau Events along with a JPEG of your organization's logo by November 10<sup>th</sup>. Your logo will be placed on a banner located on the candy trailer.
- We will use the money collected to purchase all of the candy for the Santa Float.

## Float Decorating Guidelines:

- You may decorate your float as you wish. It will be dark out so lights are a MUST!
- This year's theme for the parade is "Parade of Lights"!

## BEST FLOAT CONTEST!

Get creative when you decorate your float for a chance to win an official Holiday Parade Float Title! Winners will be revealed on our social media channels following the event! Judges will be sitting on the stage by the 400 Block!

### The titles up for grabs in 2021 are:

- "Twinkle Float"
- "Best Walking Float"
- "Best Holiday Cheer Float"
- "Best Overall"

Winners will receive \$100 to direct towards a charity of their choice! Winners will also be announced on our website and social media pages.

For more information, please contact Alissandra Aderholdt, Executive Director, at [execdir@wausauevents.org](mailto:execdir@wausauevents.org) or 715-297-9531.



## 2021 Holiday Parade Application | Friday, December 3, 6:30 p.m.

Please complete this form and submit it to Wausau Events by **November 19, 2021**.  
Incomplete applications will be returned.

- I understand the parade route and will not turn-off early
- I understand that Santa MUST NOT be used in the float
- I understand that Candy will be handed out during the parade by the Santa Float only
- I understand it is my responsibility to coordinate a meeting area and transportation back to the park for my float participants
- I understand I will not be refunded if the parade is cancelled

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Organization:** Please NEATLY write the name of your business/organization and what you would like announced as your float gets to the 400 Block.

Organization: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email (Required): \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_

**Cell Phone Number for Evening of Parade:** \_\_\_\_\_

*(This is especially important for large groups. We have had many instances where young children are being dropped off at the parade and we have no way of getting in touch with the float organizer.)*

# of Vehicles \_\_\_\_\_ **(2 max)**

**Announcement:** *(Example: Happy Holidays from Wausau Events!)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\$35\_\_\_ Parade Entry Fee **OR** \$20 \_\_\_ Non Profit Entry Fee

\$50\_\_\_ Candy Sponsor (Helps buy candy & you receive logo on the last float)

\$80\_\_\_ Coloring Book Page Sponsor (see additional information on coloring book)

**Please make all checks payable to Wausau Events.**

**\*\*IMPORTANT\*\*** Along with this application you **MUST** submit a Certificate of Insurance for your vehicle as well as your Registration Form naming **Wausau Events, INC, Wausau Marathon County Parks, and the City of Wausau as additionally insured. A new insurance certificate must be submitted every year. NO EXCEPTIONS - APPLICATIONS WILL BE CONSIDERED INCOMPLETE WITHOUT.**

Send completed application, check, and Certificate of Insurance to:

**Wausau Events Inc.  
316 Scott Street, Wausau, WI, 54403**