



August 25th, 2017

Dear Parade Participant:

We are pleased to announce that the **2017 Woodstock Santa Claus Parade** will be held on **Saturday November 18, 2017** beginning at **6:00 pm** at the **Woodstock Fairgrounds**. The illuminated floats will again light up Dundas Street and provide a magnificent display for thousands of spectators. As a volunteer citizens' group, we are proud of how the parade has grown and of how the community supports us by participating and attending our annual event.

Enclosed, please find an **Application Form** for participation in the 2017 Woodstock Santa Claus Parade. **The deadline for applications is Friday, October 27th**. As long as your application is in prior to the deadline and you adhere to the enclosed regulations, you will be included in the parade. To confirm your application has been received, feel free to call the BIA office at (519) 537-5721.

Please make sure to read the attached **Rules & Regulations** and **Parade Day Information** carefully. It is your responsibility to share the information with anybody within your organization that should be aware of it, as well as your float driver. It is important that everyone is aware of the expectations, as floats not adhering to the Rules & Regulations will not be permitted to participate in the parade.

Please note that undecorated corporate vehicles (i.e. car with company name on sides) are not considered to be a float and will not be permitted to participate in the parade unless used as a tow vehicle for the float.

This ambitious undertaking cannot proceed without the strong financial support and participation of the community. To assist us in our operating costs and to ensure the parade remains sustainable, there is a **mandatory entry fee for floats to participate:**

- **\$50.00 for corporate/business entries**
- **\$25.00 for non-profit organizations, community groups, associations, church and school groups etc.**

We appreciate your support of this year's parade, and with your help we can continue to host a fun and entertaining Santa Claus Parade here in Woodstock!

Thank you for your interest in the 2017 Woodstock Santa Claus Parade. We look forward to seeing you on November 18th!

Sincerely,

Kelly Morrison,
Float Coordinator.

RULES and REGULATIONS

Because safety is of the utmost importance and is a priority for the Woodstock Santa Claus Parade Committee, any persons or group found not adhering to the following parade day rules will risk dismissal from the parade and not being permitted entry into the 2018 Woodstock Santa Claus Parade.

Please read the following carefully and share the information with all people involved. Failure to comply will result in dismissal from the Parade.

ALL FLOATS (which includes trailers, buses, cars, wagons, etc.) **MUST** comply with all of the following:

- 1) Floats must be appropriately decorated and should be made of durable materials that can withstand wind, rain and/or snow conditions. Also, please ensure that float decor is secured, as no persons are permitted to ride on the floats after the disbandment area. Corporate vehicles (wrapped) are invited to participate, but must be decorated or will not be permitted to participate in the parade.
- 2) Floats must have Christmas and/or flood lights to ensure spectator visibility.
- 3) The name of your group must appear on the front and both sides of your float and be properly lit to ensure that the spectators and judges can see the name of your organization.
- 4) Floats can incorporate music, but the sound cannot exceed a distance of 30 feet.
- 5) Floats with generators must have a fire extinguisher. All combustible materials (i.e. cardboard, paper, straw, etc.) must be at least 3 feet away from the generator. Please note that floats may be inspected.
- 6) To prevent large gaps during the parade, ensure that your float remains an appropriate distance (50 - 60' or approximately 3 car lengths) from the one in front of you – you must maintain a consistent speed. This should be discussed with the driver of your float prior to the start of the parade. There will be Parade Marshals along the parade route to ensure that there are no gaps. You must comply with their directions.
- 7) Do not use the horns on transport trucks, as the loud noise scares young children.
- 8) Absolutely nothing (i.e. candy, handouts, flyers, toys, coupons, balloons, etc.) can be distributed to spectators along the parade route.
- 9) Santa Claus and Mrs. Claus cannot be incorporated on your float (elves are permitted). The Parade Committee provides the only Santa.
- 10) All entries utilizing horses must provide a clean-up crew to follow. Proof of the crew must be shown prior to the parade.
- 11) **Communication** is key! Float organizers must communicate with drivers as to what is expected of them. Please be sure to inform your driver who they are driving for.

ENTRY DEADLINE: The deadline for entry applications is **Friday, October 27th 2017**. Any applications received after that date will not be considered.

ONLINE INFORMATION

This information is also available online at www.woodstocksantaparade.ca

PARADE DAY INFORMATION

Please read the following carefully & share the information with all people involved. Failure to comply will result in dismissal from the Parade.

ALL FLOATS (which includes trailers, buses, cars, wagons, etc.) MUST comply with all of the following:

MARSHALLING:

- The Parade will be marshaled on the **Woodstock Fairgrounds Track** and will **begin at 3:30 pm.**
- **All floats MUST be present at the Woodstock Fairgrounds by 5:15 pm! Anyone arriving after 5:15 pm risks losing their pre-assigned placement number or being excluded from participating in the parade.**
- Floats can enter the Fairgrounds via McKenzie Street and proceed to the track. Volunteers will be present to assist you in finding your location.
- Floats will be marshaled according to your placement number, which will be provided online at www.woodstocksantaparade.ca (week of parade) or at the check-in gate.
***Please note that placement numbers are subject to change.**
- Persons on the float or helping build the float must walk to the Marshalling Area. All Float Riders should be at their float by 5:45 pm.
- Volunteers will assist you with any problems. Please co-operate with any instructions that you receive.
- Your official Placement Number, which will be distributed to you at the Check-In Booth upon your arrival, and must be displayed for both marshalling and judging purposes.
- Everyone is welcome to keep warm prior to the parade in the Market Building. We suggest that if your organization has people waiting inside the Market Building, an adult from your group is appointed to collect all members at least 15 minutes prior to the start of the parade.

DRIVERS:

- Ensure that your number is located on the FRONT LEFT (driver's side) of the vehicle and the name of your group is on the FRONT & BOTH SIDES of your float.
- Please keep up with the natural flow of the parade. 50 to 60 feet between you and the float in front of you is ideal (approx. 3 car lengths). **Do not obstruct the progress of the parade.**
- There will be Parade Marshals (SANTA'S HELPERS) located along the parade route to ensure that there are no gaps. Please follow their directions.

DISBAND AREA:

- **It is the responsibility of the Float Organizer to communicate the following disband instructions to parents/care-givers.**
- The parade will disband at Vansittart Park.
- All Passengers are to be off the floats at the disband area.

- City buses will be provided to transport float participants back to the Woodstock Fairgrounds.
- To avoid traffic congestion, everyone must use these buses – **no parents or personal vehicles will be allowed at the disband area.**
- Please watch for the signs and follow the instructions of the Parade Marshals.
- Floats will be directed back to the Woodstock Fairgrounds, via Ingersoll or Devonshire Avenue.
- **Dismantling of floats at disband area will not be allowed.**

OTHER IMPORTANT INFORMATION:

WASHROOMS ARE LOCATED IN THE MARKET BUILDING at the Woodstock Fairgrounds. Port-a-Potties will also be on the inner track as well as at the disband area.

Do not leave any items behind. **The WOODSTOCK SANTA CLAUS PARADE COMMITTEE is in no way responsible for lost, stolen, damaged or misplaced items.**

The WOODSTOCK SANTA CLAUS PARADE COMMITTEE will put forth every reasonable effort to ensure the safety of all parade participants; however, the float organizers are ultimately responsible for the safety and well-being of everyone associated with their float.

If you have any questions, please contact Kelly Morrison at info@downtownwoodstock.ca or at (519) 537-5721.

The Woodstock Santa Claus Parade Committee wishes you all a Very Merry Holiday Season and Best Wishes for the New Year!

2017 WOODSTOCK SANTA CLAUS PARADE APPLICATION

Name of Group: _____

Contact Name: _____

Address: _____

City: _____ Postal Code: _____

Phone Number (day): _____ (cell): _____

Fax: _____ E-mail Address: _____

Entry Length: _____ ft Width _____ ft

If using a transport truck (flatbed) for your float, include their company and driver name below.

Will there be sound on your float? _____ If yes, will it be taped or live? _____

Please attach a brief description of your float (approximately 50 words) to be used by Rogers Cable TV. Please see the example below. Without this description, there will be NO commentary about your float during the Rogers broadcast. Please remember that a corporate vehicle, on its own, is not considered a float and will not be permitted to take part in the parade.

E.g. ABC Company float is all decked out with lights and a full size Christmas tree! ABC Company has been a part of the Santa Claus Parade for 4 years now. Founded in 1993, ABC Company provides great service to its many loyal customers, Happy Holidays from ABC Company!

I have read, and I understand all of the Parade Rules & Regulations, and agree, on behalf of my self and/or my organization, to abide by them. I also give permission for our entry and participants to be photographed and displayed on the Woodstock Santa Claus Parade Website.

Signature: _____

Please return by MAIL, EMAIL, FAX, or IN PERSON, on or before October 27th 2017, to:
Kelly Morrison, Float Coordinator, Downtown Woodstock B.I.A.
5 Graham St., Suite 201, Woodstock, ON, N4S 6J5
Phone (519) 537-5721, Fax (519) 537-3301, Email info@downtownwoodstock.ca

Thank you for helping to fund the Woodstock Santa Claus Parade!

Float Entrance Fee \$50.00/\$25.00 (To be submitted with application)

Cheques payable to "Woodstock Santa Claus Parade"

Or, Additional Donation:

\$75.00 \$100 \$150 \$200 Other \$ _____

Your generous donation will insure the continued success of our community parade.