



## 2020 Lake Geneva REVERSE Electric Christmas Parade

Saturday, December 5, 2020 • 5:00 p.m. – 7:00 p.m.

Broad Street • Downtown Lake Geneva

THEME: *Christmas Classics: Movies, Music & Stories*

### FLOAT ENTRY RULES & GUIDELINES

VISIT Lake Geneva is pleased to announce the 45th Annual Lake Geneva Electric Christmas Parade on its traditional first Saturday of December 2020 with the theme “Christmas Classics: Movies, Music & Stories”. This year we are introducing a new parade format that keeps our participants, spectators and of course, Santa and Mrs. Claus, safe during the ongoing pandemic.

We’ve redesigned the traditional parade to be a REVERSE PARADE this year. Floats will be stationed in the southbound lane of Broad Street between Wisconsin and Henry Streets, while spectators will drive by in the northbound lane to view the holiday-inspired floats.

#### Entry Rules

- Deadline to register floats is **Sunday, November 15, 2020**. Float registrations will not be accepted after this date. Register online at: <https://www.surveymonkey.com/r/VLGParade20>.
- Only one entry per organization/business.
- Registration is not a guarantee of acceptance. A parade official will notify you of acceptance after reviewing your registration details.
- Due to the reverse format, a maximum of 44 float entries will be accepted into the parade this year.
- The 2020 theme for the Lake Geneva (Reverse) Electric Christmas Parade is “*Christmas Classics: Movies, Music & Stories*”.
- The reverse parade format will feature all float entries parked along the west/southbound lane of the Broad Street between Wisconsin and Henry Streets, while spectators drive by in the east/northbound lane.
- Due to the nature of this year’s reverse parade format, all entries must be on a float or other stationary vehicle/trailer.
- A representative from the float entry’s organization must attend a virtual parade meeting on Thursday, November 19, 2020 at 6:30 p.m. Parade and City officials will review all procedures, rules, and arrival/lineup details at this time. Login details will be emailed to registered organizations prior to the meeting.

## Float Requirements

- Entry Size: Maximum float dimensions = Length 40' | Height 12' | Width 12'. Any single-unit truck or vehicle without a trailer should not exceed 40' in length. Any combination entry (vehicle plus trailer) should also not exceed 40' total.
- Entries must be decorated to reflect the theme of the parade – “*Christmas Classics: Movies, Music & Stories*” and include lights with self-contained power. Trucks and other towing vehicles remaining with float/trailer must also contain some decoration.
- Entries must include the name of the organization or business displayed on the east-facing side of the float.
- No items may be handed out or tossed from floats. This includes, but is not limited to candy, flowers, beads, toys and literature.
- Due to the reverse parade format, equestrian and other large animal entries will not be permitted this year.
- Small animals such as dogs/cats are permitted but must be contained on the float at all times.
- Entries may not contain any person or character dressed as Santa or Mrs. Claus. The parade will feature a Santa & Mrs. Claus float/display at the end of the parade route.
- Adults and children participating in your float entry must be able to tolerate potential cold temperatures while standing on your float. You may also opt to have people come in shifts to man your float.
- No sirens, horns or excessively loud music. Music and amplified sound is permitted but consideration should be given to neighboring floats.
- All entries are required to have a 5-pound/3A40BC fire extinguisher on the float/vehicle.
- The Lake Geneva Electric Christmas Parade is a family-friendly event for all ages, and every entry is expected to respect this. All decorations, costumes, behavior, language and dancing must be appropriate for young audiences and will be monitored throughout the parade to ensure compliance. Failure to comply will result in being asked to leave the parade.
- No changes to your entry are permitted after November 15, 2020. All entries must arrive on parade day as described in your entry form or by written notification to parade officials prior to November 15.

## Parade Arrival and Line Up

- The Reverse Parade route will be Broad Street from Wisconsin Street north to Henry Street. Registered businesses and organizations will be provided with their parade lineup number and location one week prior to the Parade. Only registered floats will be permitted entry into the parade area.
- Lineup begins at 3:30 p.m. and all floats must be in their designated space no later than 4:45 p.m. Entries not in position by 4:45 p.m. will not be permitted to participate. Due to the anticipated high volume of traffic, we recommend planning extra time for arrival. Entries are not permitted to depart prior the parade end time of 7:00 p.m.
- Specific instructions for arrival and staging will be covered at the virtual parade meeting on November 19 (see Entry Rules above.)
- Non-parade vehicles are not permitted in the staging/parade route area. Groups should establish a meeting place outside of the parade route to meet and then walk to their float.

## Judging

- All entries must be in place and ready by 4:45 p.m. Parade officials will provide an entry number placard to be placed on the side of your float facing spectator traffic.
- Judging for this year's Reverse Electric Christmas Parade will be People's Choice. A link to an online voting portal will be provide on the event's website and Facebook page and promoted in pre-event publicity. Votes will be accepted until 11:59 p.m. the night of the parade.
- An audio recording of parade entries will also be provided on the website and Facebook page so spectators can hear about the businesses and organizations behind the entries.
- The entry with the most votes in the People's Choice online voting will receive the Grand Prize of \$500.

## Other Important Notes

- Given the uncertain nature of the COVID-19 pandemic, we are aware that public safety guidelines and mandates from state and/or local governments may change at any time and could result in changes to the parade or cancelation.

## FLOAT REGISTRATION:

<https://www.surveymonkey.com/r/VLGParade20>

Deadline: November 15, 2020

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