# 2026 Downtown Oshkosh Holiday Parade Application




downtown oshkosh

THEME:
Winter Wonderland

**THURSDAY,**
**NOV 19**
**6:15pm**

**Deadline for application review is Monday, October 12, 2026**

Participation limited to the first 60 approved entries

**IMPORTANT: Please write neatly. This is how your business/organization and parade entry will be registered and announced during the parade.**

_____
**Name of Organization/Business**

_____
**Contact Name** **Phone**

_____
**Mailing Address**

_____
**City** **State** **ZIP**

_____
**Email** ***(Must be provided. This is how all forms of communication will be sent out.)***

**ANNOUNCEMENT:** This is a brief message that Oshkosh Media will announce as your entry goes by. (Ex. Happy Holidays from Discover Oshkosh!)

_____

_____

_____

_____

_____

**TYPE OF VEHICLE (1 per entry):**
☐ **Car/Truck/SUV** ☐ **Semi** ☐ **Other/Explain:** _____

***Children's organizations may participate with walkers only.***
All other groups must incorporate the parade theme into a decorated vehicle, trailer or float.

**Will you have a trailer?** ☐ No ☐ Yes
If Yes – length of trailer: ☐ 10ft ☐ 20ft ☐ Other/Length:_____

**Will you have walkers?** ☐ No ☐ Yes
If Yes – how many: _____

**Will you have demonstrators/performers** (excludes dancers & bands)? ☐ No ☐ Yes
If Yes – describe (including any props that may be used): _____

**Will you have music?** ☐ No ☐ Yes
If Yes – type: ☐ Live ☐ Recorded ☐ Other/Describe _____

**Will you have animals?** ☐ No ☐ Yes
If Yes – type: ☐ Dogs/Cats ☐ Horses ☐ Other/Describe _____

**PARADE FEE: Your entry will not be accepted until payment is made.**
***Make checks payable to: Downtown Oshkosh, Inc.***

☐ **$50 Parade Entry Fee** ☐ **$25 Non-Profit Entry Fee** ☐ **Band - No Entry Fee**

- Revenues collected benefit the Downtown Oshkosh Business Improvement District initiatives, programs, projects & events

**INSURANCE REQUIREMENTS:**
Applicants must submit a current certificate of insurance for EVERY vehicle in the parade, in compliance with the State of Wisconsin liability auto insurance requirement; copy of your insurance card is sufficient

Discover Oshkosh & City of Oshkosh may at their sole discretion require any parade entry that is considered to be higher risk: animals, fire, etc. a certificate of general liability insurance

(Please contact Rachel (contact info listed below) for the specific language needed on this certificate)

**PARADE GUIDELINES: Please initial by each statement below:**

_____ I understand that Santa CANNOT be present on my float or as a walker; Santa will ONLY be on the final float

_____ I understand all entries should incorporate this year's theme: "Winter Wonderland"

_____ I understand that if giving out candy I must HAND the candy to kids, NO THROWING candy allowed:
This is a safety precaution as Main Street is narrow, and we do not want kids running into the road for candy

_____ I understand I will NOT be refunded the entry fee if the parade is cancelled or I am unable to participate

_____ ALL parade entries MUST arrive to the designated parade assembly area between 4:30pm-5:30pm,
**NO EXCEPTIONS!** Cross roads will close at 5:45pm and judging of the floats will start promptly at 5:30pm

_____ I understand and agree that the Discover Oshkosh, City of Oshkosh, or any other organization sponsoring the parade is not responsible for theft of, accidental loss, or damage to property incurred prior, during, or immediately after the parade, and hereby release Discover Oshkosh, City of Oshkosh, and any other organization sponsoring the parade for claims, damages, or costs relating thereto

_____ I understand the individual signing this agreement has the authority to enter into this agreement on behalf of the organization listed on page 1 of this application

Print Name: _____ Title:_____

Signature: _____ Date: _____

Send completed application, check and certificate of insurance to:

**Discover Oshkosh - Holiday Parade**
**100 N Main Street Suite 112**
**Oshkosh, WI 54901**

**Please make checks out to: Downtown Oshkosh, Inc.**

**QUESTIONS? Please contact Rachel Molash, *Discover Oshkosh Project Coordinator***
**920-303-9200 or rachel@discoveroshkosh.com**