



SATURDAY, NOVEMBER 25, 2023



MERRY & BRIGHT PARADE APPLICATION

APPLICATION DEADLINE: **FRIDAY, NOVEMBER 3, 2023**

● Term & Conditions

- This application will only be accepted if completed and submitted via email or mail. Each vendor will be selected through a committee approval process. **YOUR SUBMISSION DOES NOT GUARANTEE A SPACE WILL BE OFFERED.**
- Please make checks payable to "Rockford Area Convention & Visitors Bureau"
- Entrants will be notified of application status via phone or email
- All participants approve of video and photos taken of the parade
- All float entries must submit this parade application along with a diagram of the float by November 3, 2023

RETURN TO
StrollOnState@gorockford.com
OR
RACVB/SOS PARADE
Attn: Julie Huber
102 N. Main Street, Rockford, IL

Business Information

Organization Name: _____

On-Site Contact Name: _____

Email Address: _____

Cell Phone Number: _____ Alternate Number: _____

Mailing Address: _____

Entry Name: _____

BRIEF DESCRIPTION OF ENTRY IN 25 WORDS OR LESS: (REQUIRED FIELD)

Sponsor Type (Please select a level)

- ☐ For-profit business
- ☐ Non-profit/educational organization (must provide certification verifying non-profit status)
- ☐ Non-profit sponsored by a for-profit company

Number of participants: _____

Sponsor Type (Please select a level)

- | | |
|---|---|
| <input type="checkbox"/> Float provided by organization | <input type="checkbox"/> Costumed Character (Except NO Santa Claus, Mrs Clause or Grinch) |
| <input type="checkbox"/> Commercial float, rented from the Stroll on State Parade Committee | <input type="checkbox"/> Classic Car |
| <input type="checkbox"/> Marching/walking | <input type="checkbox"/> Band, Musical Group, Dance Group |

MERRY & BRIGHT PARADE QUICK FACTS

Downtown Rockford will once again be an enchanted wonderland when Stroll on State steps off with its Merry & Bright Holiday Parade! Featuring fabulous floats, festive music, and costumed characters, this special celebration will create cherished memories that last a lifetime! Come join the fun on this colorful, dazzling path of pure holiday delight!

MORE INFORMATION

102 N. Main Street, Rockford, IL
(800) 521-0849
www.gorockford.com



Quick Facts

Date/Time

Saturday, November 25, 2023

Line-up begins at 11 a.m. in the municipal parking lot at 401 S. Main Street

Step-off at 2 p.m.

Additional details/times will be provided closer to the parade date.

Theme

All parade floats/participants must be Christmas-themed.

Classic Christmas (examples: North Pole, Santa's Workshop, Winter Wonderland)

Attendance & Broadcast Features

In recent years, almost 90,000 people have participated in Stroll on State each holiday season. The Merry & Bright Holiday Parade is a family favorite and includes a combination of balloons, bands, princesses, elves, professional quality floats, and antique vehicles. Stroll on State is an established, regionally-renowned and widely-promoted event.

Rules

- For the safety of parade spectators and participants, the following parade rules and regulations are required:
- All members of any marching/walking unit must be able to walk the entire 1-mile route. All children must be supervised by an adult.
- Only vehicles pulling floats will be allowed in the parade. Exceptions will be considered for antique vehicles and other organized specialty car groups with prior approval. Vehicles that are pulling floats should be incorporated as much as possible into the float and decorated accordingly. No vehicle may accompany marching units without written approval of the parade committee.
- Float platforms must be built on a trailer/frame no smaller than 4' x 8'. Floats must be sturdily constructed, with rider and participant safety paramount, not presenting a health or safety hazard to participants or spectators. A photo of the towing vehicle is required with the entry form submission.
- Fire extinguishers rated 2A-10BC are required on all floats, if electrical devices are used.
- All electrical devices must be properly grounded.
- All floats must have handholds or standup holds for each rider on the float. Any self-propelled float must have a spotter beside the float, who is in two-way communication with float driver.
- No participant may jump on a float to ride and may not interfere with any other unit in any way. Float capacity will not be exceeded. No participant will dismount from a float during the parade route. Participants will not have legs, feet, etc. extending past the sides, front, or rear of float, as this is a safety hazard.
- All banners must be professionally lettered and legible. The word "Christmas" must be spelled out fully – please do not use "X-Mas."
- It is strongly encouraged to include Christmas music, approved by the SOS Merry & Bright Holiday Parade Committee. Music must be played at a compatible sound level. Parade officials have the complete authority in this matter and reserve the right to withdraw any unit that does not comply with instructions to turn down or turn off sound when instructed to do so. Failure to comply with officials' instructions will result in immediate removal from the parade and jeopardize future participation.
- Any parade unit that performs exhibitions en route must be a moving demonstration as not to cause gaps in the parade. A space of 50' between each unit will be enforced. If for any reason a gap of more than 50' is created, marching units must increase their pace to close the gap. All units are required to close the gap between units when instructed by parade officials. Failure to do so may warrant removal from the parade. All marching units must maintain forward motion. Routines that cause gaps will not be permitted. Stopping or reversing motion will result in removal from the parade.
- All float units are to be in their assigned space in the parade staging area no later than 12:30 p.m. (Late arrivals may not be accommodated.)
- A copy of the rules, signed by the person in charge of the entry, must be in their possession at the time of inspection, and a copy is to be attached to the parade application.
- Place your number on the right-hand side of the lead vehicle with a clear view for the announcers and cameras (provided by Stroll on State).
- Although candy is encouraged, to increase the safety of the children watching the parade, items may not be thrown to spectators during the parade. You may walk alongside the parade unit and place candy in the hands of attendees. If parade units want to hand out anything other than candy (cannot be a paper handout), it must be pre-approved and holiday-themed.
- Political or social cause campaigning is not permitted.
- Paper handouts of any kind are not permitted.
- Only Stroll on State designated animals will be permitted in parade units. Dogs may not ride on floats due to safety concerns for spectators and the animal.

IF MAKING A FLOAT, PLEASE PROVIDE A SKETCH WITH COLOR OR INCLUDE A PHOTO IF AVAILABLE: (REQUIRED FIELD)

FLOAT DIMENSIONS

Length: _____

Width: _____

Height: _____

☐

I agree that candy will not be thrown from the float. (Walkers are encouraged to pass out candy along the route.)

FLOAT EXAMPLES



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