



April 1, 2025

Planning is underway for the annual Freedom Fest Parade, sponsored by Wisconsin Bank & Trust. The parade and celebration will be held on Friday, July 4th. We hope you will be a festive part of this annual tradition!

Visit Sheboygan, Inc. is coordinating this year's festivities. As in years past, the parade begins promptly at 9:00 AM. The parade will start on N. 8th Street at Center Ave., travel east on Michigan Avenue, and south on Broughton Drive.

For non-profit groups, there is no cost to participate in the Freedom Fest parade. For commercial or for-profit businesses and organizations the entry fee is \$100. All parade exhibits must utilize a Freedom Fest theme. All entrants must also submit samples of any literature that will be passed out during the parade.

Completed applications must be received by Friday, June 6, 2025. To be processed, applications must be accompanied by payment if applicable. Lineup will be determined by parade officials. Lineup confirmations will be sent no later than Friday, June 27, 2025.

Please make payments (cash or check only) to:

Visit Sheboygan, Inc., 826 S. 8th Street, Suite 1, Sheboygan, WI 53081.

Please direct any questions to:

Janet DeVore
Visit Sheboygan, Inc.
826 S. 8th Street, Suite 1
Sheboygan, WI 53081
janet@visitsheboygan.com
(920) 335-0064

Thank you!

Amy L. Wilson, Ph.D.
President/CEO
Visit Sheboygan, Inc.



Freedom Fest Parade Registration Form

Friday, July 4th, 2025

Due Date: Friday, June 6, 2025

Name of Group:	Is there music with your entry? If so, is it "live" or recorded?
Number of Members in Parade:	How many vehicles or live animals will appear with your parade entry? Are there special requests (i.e. Would your group like to be next to another specific group?)
Contact Name:	
Contact Phone Number:	
Contact Email Address:	
Mailing Address: (must be included)	
WCS Local Access Television (Charter Cable Channels 990. U-verse Channel 99.) Please write a description about your float, group, or exhibit in the parade. Channel 8 may use this description in its narrative of the parade to be aired on local access station WCS. Please keep your description limited to 50 words.	
<input type="checkbox"/> Non-Profit <input type="checkbox"/> Commercial entry <input type="checkbox"/> Government (check one) Commercial entrants must pay a \$100 entry fee. Please include payment along with a completed registration form.	
Applicant Signature: Signature indicates review of and agreement to adhere to Parade Rules.	
Floats must be decorated with a Freedom Fest theme. If you plan to pass out any literature (non-profit or commercial), please include a sample copy with this completed application.	
Return completed application by June 6, 2025 Visit Sheboygan, Inc. Attn: Janet 826 S 8 th Street, Suite 1 Sheboygan, WI 53081 janet@visitsheboygan.com or (920) 335-0064 Commercial entrants must pay a \$100 entry fee (cash or check only). There is no entry fee for non-profit groups. Applications received without payment will not be processed. Visit Sheboygan, Inc. is not responsible for undelivered, lost, or damaged applications. Confirmation of application and entry acceptance will be sent by June 27, 2025. Lineup position will be determined by parade officials. More than half of participants request to be in the beginning of the parade; honoring all requests is simply not possible. Placement is determined based on parade mix such as music, vehicles, animals, live performance, similar float or exhibit, group size, mode of movement, etc.	



Freedom Fest Parade Rules

1. Parade line-up begins at 7:30 am and participants are asked to be at their designated position by 8:45 am. Parade will commence at 9 am.
2. **No person participating in the parade shall throw, toss, pitch, or otherwise distribute items or candy from a vehicle, trailer, or float.** Do not cause spectators to leave the sidelines and enter the parade.
3. Drinking of intoxicants by parade participants during the parade is prohibited.
4. Roller or In-line skates, skateboards and non-motorized scooters must be approved. Please contact Visit Sheboygan, Inc.
5. **Parade participants shall not hinder the progress of the parade.** Please maintain a steady distance in your line-up and keep the parade moving in a timely fashion. Parade Marshals will warn groups if they are causing extenuating, unacceptable lapses in the parade due to slow movement. **Failure to increase pace may result in Parade Marshals removing hindering group from the parade.**
6. Stand-still performances by parade participants shall be limited to those times when the parade is slowed or stopped.
7. All live animal entries must include a clean-up crew or an acceptable alternative.
8. No parade participants are allowed access to the parade route until the parade commences.
9. All parade vehicles must be decorated with an Independence Day theme.
10. A copy of literature being distributed during the parade shall be provided to the parade coordinator along with the completed parade application.
11. Directions of Parade Marshals must be followed at all times.

Note: Failure to adhere to these rules may result in removal from parade by Marshals or law enforcement and disqualification from future parades.

Direct questions to janet@visitsheboygan.com or call (920) 335-0064