



EVENT DESCRIPTION  
ENTRY POLICIES  
ENTRY FORM  
PARTICIPANT AGREEMENT

### 2023 EVENT DESCRIPTION

- **The parade is Thursday, November 30th, 2023. Entry lineup is at 5 p.m. The parade begins at 6:30 p.m.**
- The parade route runs from West 2nd Street down Central Avenue South to 9th Street.
- Float positions are lined up *as you come* with the exception of a) event sponsors being at the front of the parade and b) those bringing live animals. A volunteer team coordinates entrance from Veteran's Parkway into the City of Marshfield garage parking lot.
- This event exists to provide holiday cheer to Marshfield and its visitors, provide an opportunity to showcase Marshfield's area businesses in the parade, and also to bring awareness and drive sales downtown. The event is organized by local non-profit Main Street Marshfield (Main Street). Main Street's organizational mission is to energize and strengthen downtown Marshfield.

### PARADE ENTRY POLICIES

- **Every parade entry must be illuminated! Really illuminated.** This is a parade of light, so even if you are driving a single vehicle without a float, you'll need to decorate.
- No entry may have a Santa Claus. St. Nick will arrive at the end of the parade on the Main Street float.
- Santa is the only celebrity in this parade. We do not allow political advertising or queen candidates, etc.
- If it does not delight a small child's eyes it is not an appropriate entry for this parade.
- Entries may have the name of sponsors only – no additional advertising or endorsement is allowed.
- Keep things moving. One stopped float throws the entire event off pace. Keep 50 feet between you and the next float at all times.
- Radio stations, do your best to consolidate to 1 or 2 cars if you have 3 or more stations from your networks being represented in the parade.
- Your parade entry form accompanied by proof of insurance or a signed hold harmless agreement must be approved through the Main Street Marshfield office in order to participate in the parade. The application deadline is **November 17th, 2023.**

**2023 MAIN STREET HOLIDAY PARADE ENTRY FORM**

Name of Business/Organization/Group:

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Approximate Number of people:

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Address:

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Contact Person:

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Phone:

Email:

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Name of Float Driver: (Be sure your driver has read and understands the parade policies on page 1.)

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Please check type of unit being submitted for entry:

**(If more than 1 unit, please specify # of units and length of each.)**

<u>Type</u>	<u>Description/Length (REQUIRED for line-up space)</u>
_____ Truck, car	_____
_____ Walking/Drill	_____
_____ Float /trailer	_____
_____ Emergency Vehicle	_____
_____ Other	_____
_____ Horse Unit	_____

***ALL ANIMAL UNITS ARE REQUIRED TO PROVIDE THEIR OWN WASTE DISPOSAL***

MCs will announce a description of your unit as you pass by in the parade. Write your well-wishes and/or float description to be announced here:

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**2023 PARADE PARTICIPANT AGREEMENT**

The person signing this agreement understands and agrees to be responsible for personal liability insurance and will indemnify and hold harmless Main Street Marshfield and the City of Marshfield from any and all claims for death, personal injury, property damage, and theft, including reasonable attorney's fees and court costs arising from the use by the undersigned of these stated facilities.

**A copy of my proof of insurance and/or a signed hold harmless agreement is enclosed with my application.**

Contact Person's Name:

Signature:

Date:

NOTE: **Unsafe or inappropriate conduct will not be tolerated** and violators will be removed from parade.

**LATE FLOAT SUBMISSIONS WILL NOT BE ACCEPTED.**

Return completed parade entry form, participant agreement, and hold harmless agreement/proof of insurance to Main Street Marshfield by **November 17th, 2023.**



**Mail:** 222 S. Central Avenue, 1G, Marshfield, WI 54449

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**Phone:** (715) 387-3299

# Parade Route Segments

