

Greetings!

The Jamestown Renaissance Corporation would like to invite your organization to participate in the **Candy Land Christmas Parade and Holiday Celebration, presented by The Resource Center**, taking place on **Friday, November 30, 2018**.

The **Candy Land** theme encourages participating entries to decorate their vehicles, floats, and people with a candy theme! Decorations can include any form of candy or sweet you would like, or even reference Candy Land the game. Get creative!

Parade line up will begin at 5:00 pm on West Third Street, between Hallock Street and the Third Street Bridge. The parade will begin promptly at 6:30 pm, traveling east toward Tracy Plaza. The event will feature pre-parade entertainment, a traditional tree lighting ceremony, and a fireworks display from the Spring Street parking ramp. *Please be sure to check the enclosed event rules for line up instructions. You'll line up as you arrive, and you will be given your number in line.*

The Jamestown Renaissance Corporation will continuously post parade updates online at www.jamestownrenaissance.org, on the Jamestown Renaissance Corporation Facebook page, and Facebook event page.

If your organization is interested in participating, please complete the enclosed application and return it to the Jamestown Renaissance Corporation no later than **November 21, 2018**.

If you have any questions, please contact me at (716) 489-3496. We look forward to your participation in this year's Christmas Parade and Holiday Celebration!

Thank you,



Zach Agett
Marketing and Events Manager



Candy Land Christmas Parade and Holiday Celebration
Parade Application

Entry Deadline: November 21, 2018

PARADE STARTS PROMPTLY AT 6:30 PM ON FRIDAY, NOVEMBER 30, 2018

Line up starts at 5:00 pm. See Rules and Guidelines for complete parade details.

Business / Organization Name: _____

Number of Parade Participants: _____

Person in Charge: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

TYPE OF ENTRY: *Please select one*

- Standard Vehicle **Only** (Year, Make, Model): _____
- Band / Color Guard / Walking Unit (Name): _____
- Emergency Vehicles (Dept. Name and Vehicle): _____
- Float and Vehicle (Total unit length including pull vehicle): _____
- Commercial Vehicle (1 Vehicle Per Entry): _____
- Other (Explain): _____

OPTIONAL

Please provide two (2) facts or talking points about your organization to be read on our live television broadcast and at our announcer's booth at Tracy Plaza. This is a great chance to talk about upcoming events, news, or services you may be featuring during the holiday season or in the coming year. This is also an opportunity to highlight fun facts about your parade entry! **Please note that talking points are NOT guaranteed to be read on the live television broadcast.**

1. _____

2. _____

PARTICIPATION FEE:

Participation fees support the continuation of the Christmas Parade and Holiday Celebration which is a free, nonprofit event for the community. Thank you for helping sustain the future of this much anticipated event. *(check one)*

- Commercial / Business Entries \$15.00 float entry fee
- Civic / Nonprofit Entries \$10.00 float entry fee *(optional)*

TROPHY SPONSORSHIP:

Each year, trophies are awarded to the floats that grab the attention of our attendees and judges in the crowd. Trophy sponsorship includes recognition in event press releases and live announcements during the parade when allowed.

Would you like to sponsor a trophy with a **\$25.00** donation? *(circle one)* **YES** **NO**

Business or Organization Name for Trophy: _____

VENDOR PAYMENT:

Parade Entry Total: \$ _____

Trophy Sponsor Total: \$ _____

Total Due: \$ _____

PARTICIPANT SIGNATURE: _____ **DATE:** _____

Submit application and payment by November 21, 2018, to:

Jamestown Renaissance Corporation, 301 E Second St, Jamestown, NY 14701

(Please make checks payable to Jamestown Renaissance Corporation.)

Phone: (716) 489-3496 Email: zach@jamestownrenaissance.org

Winter Games Christmas Parade and Holiday Celebration

General Rules and Guidelines

GENERAL INFORMATION:

1. Parade date: Friday, November 30, 2018
2. Deadline for parade entries: Wednesday, November 21, 2018
3. Entrants must observe all applicable rules and guidelines and follow instructions from police and parade officials.
4. **Santa Claus suits or actors are NOT PERMITTED. Santa is the last entry in the parade, provided by the parade organizers.**
5. **All entries must be decorated.** No exceptions. Those who arrive undecorated will not be included in the parade lineup and will be directed out of the event.
6. One (1) vehicle permitted for each emergency and rescue department.
7. If you are a walking group, the group needs to be able to complete the 1 mile parade route. Please consider the length when entering children under the age of 10 years. Entries having children under age 18 must provide parents or adult chaperones to walk alongside or ride with entry.
8. Only holiday music is allowed to be played during the parade.
9. One (1) commercial vehicle permitted per business entry. Vehicle must be decorated. No exceptions.
10. Every entry must display a banner or sign attached to the front or side of vehicles, or carried in front of their entry identifying themselves. No exceptions.
11. Parade entries should follow the "Candy Land" theme.
12. Entries may be historical, humorous, or modern in design as long as they are in good taste. Please remember that a large part of the parade audience will be children.
13. Units may not exceed ten (10) feet in width.
14. No smoking or alcoholic beverages are allowed on any parade entry at any time before or during the parade. Safety is our primary concern. No exceptions. If alcohol is found, the police will be notified.

LINE UP:

1. Line up will begin promptly at 5:00 pm on West Third Street, between Hallock Street and the Third Street bridge.
2. **Units will enter the event at the corner of Third Street and Hallock Street and line-up in the order they arrive.** Volunteers will be stationed along the line up route to assist with parking. If your group requires special placement, please note this on your application.
3. Please refrain from parking in the Farm Fresh Foods plaza or the Taste of India parking lots to maintain spaces for their regular customers. Do not block driveways or cross streets. Avoid parking in areas marked with traffic cones.
4. **Parade numbers will be distributed along Third Street during line-up.** These numbers are used to identify your organization to our announcers, not for numerical order. Numbers must be visible at all times.
5. **Emergency vehicles will be directed to line up on the Third Street bridge along with other identified entries.** All other parade entries will line up along Third Street between Hallock Street and Porter Avenue, unless directed otherwise by parade staff.

FLOAT JUDGING:

1. Pre-selected judges will be stationed throughout the parade route.
2. Judges will select one (1) winner per category.
3. 2018 Judging categories include: *Best Music Related Entry, Best Theme Entry, Best Youth Involvement, Best Business Entry, Best Civic / Nonprofit Entry, Best Emergency Vehicle Entry, and People's Choice.*
4. A trophy will be awarded to each selected winner in the weeks following the parade.

DURING THE PARADE:

1. No one is to get on or off a float or entry once it has started down the parade route.
2. **Throwing of candy or any object from the parade entries is not allowed.** Please hand out candy or objects to the crowd using a sturdy container. Items handed to the crowd must be done by walkers only, to make sure your drivers are not distracted.
3. Dress warm and plan for the weather. Bring extra blankets and warm clothing, especially for children.
4. All animal entries must be cleaned up after on the parade route and in the staging area. Please use discretion when including animals in your parade entry. Cold temperatures and fireworks post-parade can pose a problem for some animals.
5. Do not stop in the middle of the parade. Stopping holds up the parade's progress.
6. Drivers must remain with their entry at all times. No exceptions.

END OF PARADE:

1. **THERE WILL BE NO STOPPING ON THIRD STREET AT THE END OF THE PARADE.** All units must continue through to Foote Avenue or turn left or right onto Prendergast Avenue to an alternative location to unload and disassemble units.
2. Volunteers and city police will be directing parade units through the final intersection.

PLEASE NOTE:

All applications must be received by November 21, 2018. Entries must observe all applicable rules and guidelines. The parade organizers reserve the right to remove any unit from the parade (either prior to assembly, at assembly, or at any time during the parade) if it is not conforming to the rules and regulations.

In the event of severe freezing temperatures, wind, or snow/ice, the parade may be postponed or cancelled. If needed, the decision will be announced on area radio stations, online at www.jamestownrenaissance.org, and on the Jamestown Renaissance Corporation Facebook page. For other event related questions, please call (716) 489-3496 or email zach@jamestownrenaissance.org

2018 Parade Route Map:

The parade will start on the east side of the Third Street Bridge and travel east on Third Street to Prendergast Avenue. All units must continue to Prendergast Avenue. At Prendergast Avenue, continue toward Foote Avenue, or turn left or right onto Prendergast Avenue to an alternate location to unload and disassemble.



Last but not least, THANK YOU to all of you who will prepare entries for this year's parade. We do appreciate the help you provide by complying with these simple guidelines for safety reasons. We continue to make this annual event a safe and fun family night and a wonderful start to the holiday season!