

# Downtown Cobourg & Lions Club Santa Claus Parade

## Policies & Regulations

**(New rules this year – please read everything carefully)**

Sunday November 20, 2016 @ 2:00pm (Rain, Snow or Shine)

*NOTE: The Santa Claus Parade Committee does not wish to place many restrictions on parade participants. The following policies are established as the minimum regulations for enjoyment and safety reasons. We require your cooperation in observing them. Parade participants are responsible for their own safety and the parade committee will not be held responsible for any accidents.*

### **PARTICIPANT REQUIREMENTS:**

1. Only one Santa. No other Santa Claus (or any portrayal of Santa) but the one at the end of the parade will be permitted.
2. **For 2016**, all participants must use a Christmas “**Toyland**” theme in their decorations, music, float design and/or costumes.
3. Entries must be entertaining to a family audience, especially for children.
4. All participants must complete the Parade Entry Form and be at the **Staging Area by 12:00pm**.
5. The **Staging Area** is at the South end of Abbott Blvd. and must be accessed by driving from King St. East to the South end of D’Arcy St., then East along Lakeshore Dr. to Abbott Blvd. Here, a Marshall will greet you and provide you with instructions.
6. Parade participants shall not consume alcohol and will refrain from smoking during their participation in the parade.
7. An entry may be refused up to the start of the parade should the entry not meet parade guidelines or differ from the approved entry form.
8. Any entries received after the deadline will not be accepted.
9. **Candy** – The following rules have **no exception**. Violators will be removed from the parade:
  - a. Candy or edibles must be individually wrapped.
  - b. They must be distributed hand-to-hand by walkers, without being thrown or made airborne by any other means.
  - c. The distribution may not interfere with other parade entrants and may not slow down the parade to any degree. This may require skipping some children and spectators.
10. No participant will hand out literature, pamphlets, leaflets, brochures, flyers, coupons or any other written or printed materials to parade spectators.
11. There will be no premature exiting of the parade route, except in the case of a legitimate emergency.

## COMMERCIAL ENTRIES

*Note: Despite the non-commercial nature of this event, the parade committee recognizes the value of exposure to thousands of spectators. The parade committee reserves the right to declare any entry as commercial and therefore subject to commercial entry fees.*

1. **Any entry by a for-profit individual, group or corporation will be subject to an entry fee, as determined by the parade committee.**
2. Fees may be avoided by sponsoring the parade (see the separate "Sponsorship" document).
3. A for-profit entity may submit an entry which is not self-promotional, whereby there is no mention, representation or display of the corporation's/individual's/group's name, products or services. In such cases, the entry fee may be waived.
4. All entries must be decorated using a Christmas "**Toyland**" theme.
5. Commercial entries are subject to the **same rules** as all other entries.
6. Commercial entries must have a **minimum decorative/theme coverage of 30%** on vehicles and floats.
7. Commercial entries are considered Non-Float/Filler entries (see below) and fall under **2 categories**:
  - a. **Community Based Commercial Entry** (most commercial entries):
    - i. Includes any entry which displays the name of, represents or promotes a for-profit entity (corporation, group or individual) but does **not** display, represent, or promote a specific product, service or event.
    - ii. **Subject to a \$25 entry fee**
    - iii. Sponsorship of the parade in an amount greater than \$100 will result in the entry fee being waived and will entitle the corporation, group or individual to full sponsorship benefits.
  - b. **Promotional Commercial Entry** (entries such as auto dealers):
    - i. Includes any entry by a for-profit corporation, group or individual which displays, represents, or promotes a specific product, service or event.
    - ii. **Subject to a \$500 entry fee** for **up to two** vehicles, products, services or events. Multiple entries may be submitted, each for the same fee.
    - iii. Sponsorship of the parade in an amount greater than \$500 will result in a single entry fee being waived and will entitle the corporation, group or individual to full sponsorship benefits. A maximum of **two** vehicles, products, services or events is allowed per \$500 amount.

## **NON FLOAT/FILLER REQUIREMENTS:**

1. Entries must be decorated using a Christmas "**Toyland**" theme.
2. Please ensure your group stays together at all times.
3. Walking/Dancing groups must have their vehicle **in front** of its walkers/dancers.
4. Entries using music must play Christmas music.
5. **All vehicles must be decorated.** Exceptions only at the discretion of the Parade Committee.
6. If you are performing or dancing, do so while in motion. Stopping is not permitted unless necessary.
7. **Animal Entries:** All entries are required to clean up behind their animals along the route. Please be courteous to the other participants.
8. Minimum age for walkers is five (5) years old.
9. Name of group/entry must be prominent and easily identifiable.

## **FLOAT REQUIREMENTS:**

1. All floats must be decorated in a Christmas "**Toyland**" theme.
2. Vehicles towing floats must be decorated as well.
3. No entry shall exceed 12 feet in height.
4. **Vehicles for promotional purposes (ie. from Auto Dealers, etc.) are not considered "floats."** These will be classed as commercial & filler entries and must be decorated. A fee applies for commercial entries (see Commercial Entries above).
5. Name of group/entry must be displayed and easily identifiable.
6. Entries using music must play Christmas music.
7. Floats with generators or other possible fire hazards must have a portable fire extinguisher of minimum class 3-A; 10-B; C.
8. Any floats with children must provide the following minimum Adult to Child Ratio:
  - a. Children 12 and under – **1 : 10**
  - b. Children 13 to 17 – **1 : 15**

## **JUDGING CRITERIA:**

Judging stations will be situated along the parade route. Judging is based on four categories. Each category is rated out of five for a total score of 20. Do not stop forward-motion in front of the judging stations.

- Effort – Adherence to the rules, theme, organization and planning
- Theme – Adherence to entry's chosen theme and effective presentation of that theme
- Appearance and Originality – Presentation, overall appearance, audience response, originality
- Participation – from the children and audience, and the group members enthusiasm

## **IMPORTANT NOTICES:**

1. Each entry must identify a float captain who is responsible for reporting to a parade representative upon arrival at the parade. Entry numbers and all other pertinent information will be given out at the pre-parade meeting/reception.
2. **We ask that all participants arrive no later than 12:00pm.** This will enable the stagers to ensure all entries are checked-in and in their proper places for a prompt start to the parade.
3. **Parade starts at exactly 2:00pm (rain, snow or shine) with or without you.**
4. **END OF PARADE ROUTE – All vehicles must turn right onto William Street.**

Any vehicles not needing to drop off passengers may turn right again on Ontario Street and leave the parade route.

Those floats needing to drop passengers are asked to proceed up William St. towards University Avenue. Please drop passengers off before the stop lights at University. This is to ensure the safety of the parade participants. Drop off areas will be specified for you.

5. **ENTRY/FLOAT CAPTAINS** – Please inform all parents and participants of these rules. We suggest that float captains arrange a meeting place with participants (and parents) in one central location (ex. The Library) and that children be escorted out of the loading area to meet guardians for pickup.

**If you have any questions Float Captains may call:  
Parade Marshall Ron Wiebe at (905) 376-5525**

**After arrival, questions should be directed to your Float Captain and not Parade Staff.**

**Thank you!**