



Saturday, December 2nd, marks the day for the Annual Night-time Santa Parade and Christmas Festivities. **The Theme is Redneck Christmas!** The following prizes will be awarded by the parade judges: First place - \$150.00, 2nd place - \$100.00, 3rd place - \$75.00. The entries will be judged based on the theme: use creativity, diversity, music, lights and more lights! **Note: Entries must be marked for judging on the application.**

The People's Choice Award will be chosen by the public via Facebook! The top ten floats will be chosen by the parade judges, and the general public will vote for their favorite entry on Facebook! The entries will be posted by 10 PM Saturday, December 2. To place a vote, people will go to the Chamber Facebook page/Website and take the poll. The poll will remain open until Midnight, Monday, December 4.

The Chamber is pleased to support FROM (Flat River Outreach Ministries) with an entry fee of 5 non-perishable food items or a new toy. As always, your donation is very important. **Please drop at the parade entry registration point** (see map).

Sweet Tooth Jubilee: For the past two years we have treated the children to candy prior to the parade. We have partnered again with Walgreens to bring this event to the streets! This has been a great way for the kids to still get a treat and at the same time achieve our main objective "Safety".

Rules

- **Passing out or throwing items of any type is strictly prohibited during the parade.**
- Parade entries found throwing will be removed from the parade and may be barred from participation in future parades.
- You must be 16 and have a valid Driver's License to operate a motor vehicle. No reckless operation of motor vehicles will be allowed.
- Only one Santa in the parade and Santa is provided by the Chamber of Commerce.
- All float entries must provide two (2) float "spotters," one on each side of the float to reinforce safety features.
- Horse entries are required to scoop their poop!

Reminders:

- We strongly encourage groups and organizations with many participants to car pool instead of bringing several cars to the line-up area.
- Bring flashlights for extra safety.
- Dress for Michigan Weather -- Boots, Hats, Mittens, Hand Warmers and More!

Parade Registration: See map on back for easy arrival!

- Registration will begin at 4:45 PM. Come early and eat a pancake supper with Santa.
- Parade entries enter the fairgrounds at the far South Parade Entrance as marked on map (boat launch).
- Drop-off point for parade participants will be on Bowes Rd (marked with big orange signs). Please do not plan on parking at the Fire Department. (*Emergency Vehicles must be allowed easy exit in case of emergency.*)
- Parade entry parking will be provided at the lot on Bowes Rd. Bowes Road will be enter and exit only. A turnaround will be provided to make your parade experience a pleasure!
- The parade line-up will be on Broadway; the starting point will be close to Ottawa Street.
- All Parade entries will be asked to *Angle Park* as shown on the map.
- Parade steps off at 6:00 PM Sharp!
- Big units turn right on Jackson and return to the fairgrounds instead of driving back on Main Street (do not allow participants to ride the float if taking this route back to fairground for safety reasons).
- Horse Units should do a U-turn at Jackson & Main St. to return to fairgrounds via Main St.

Parade Route:

Broadway north to Main Street, East on Main Street to Jackson Street, North on Jackson where the parade ends with the exception of big units which must turn South on Jackson (do not allow participants to ride the float if taking this route back to fairground for safety reasons). You may wait in church parking lot for pickups. If you have questions, please call the Chamber Office (897-9161) or e-mail at info@lowellchamber.org. We are looking forward to seeing you on parade day. (See map on back)

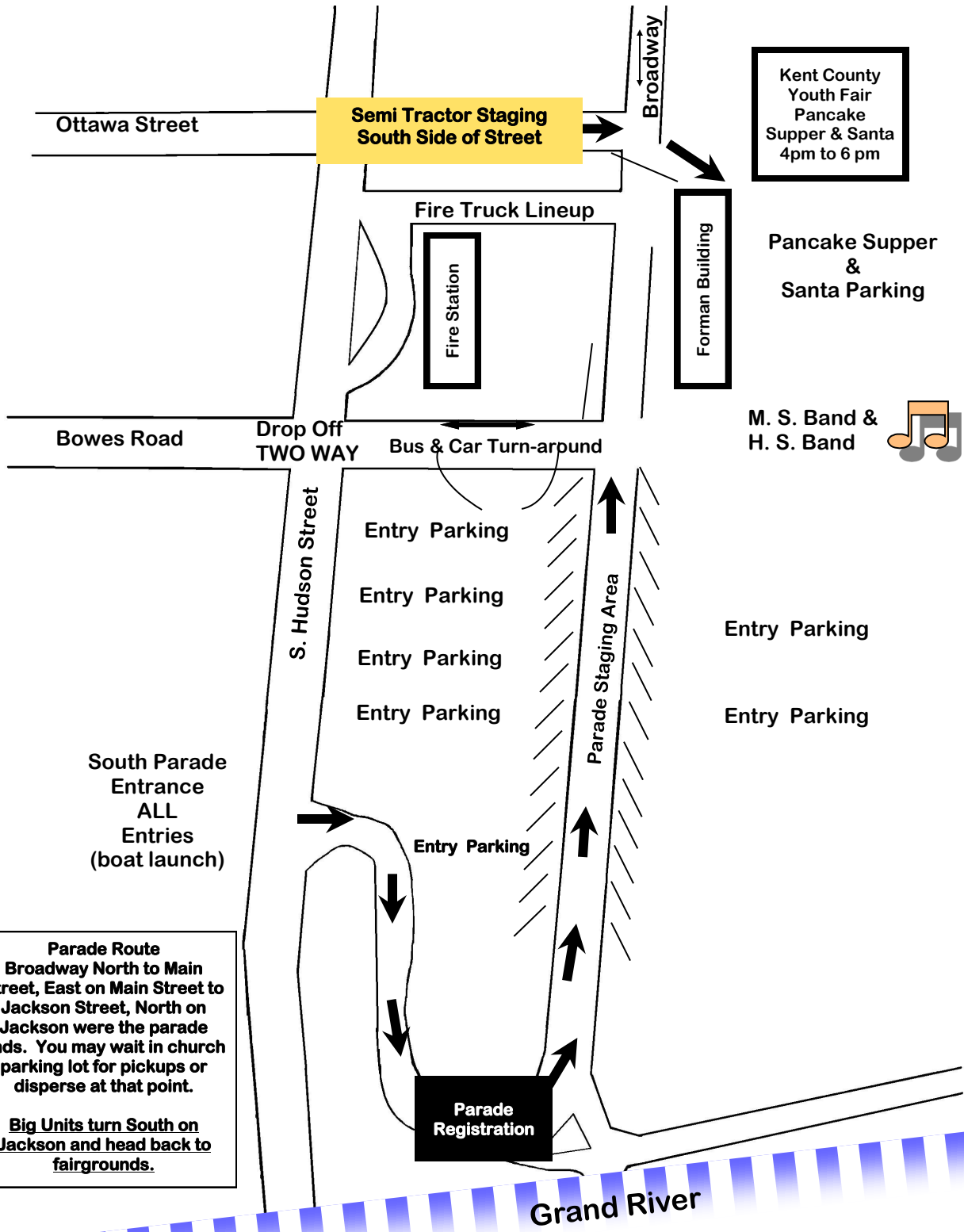
Sincerely, Liz Baker, Executive Director, LACC

Steve Bukala, Chief of Police, City of Lowell

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331
Phone (616) 897-9161 - Fax (616) 897-9101
E-mail info@lowellchamber.org - Web Site www.discoverlowell.org



2017 Annual Night-time Santa Parade "Red Neck Christmas"



Parade Route Broadway North to Main Street, East on Main Street to Jackson Street, North on Jackson were the parade ends. You may wait in church parking lot for pickups or disperse at that point. Big Units turn South on Jackson and head back to fairgrounds.

Kent County Youth Fair Pancake Supper & Santa 4pm to 6 pm

Forman Building

Pancake Supper & Santa Parking

M. S. Band & H. S. Band



Night-time Santa Parade Parade Application

Saturday, December 2, 2017, 6 PM Sharp!

REGISTRATION BEGINS AT 4:45 PM at the
Lowell Fairgrounds. Use the *South Entrance on Hudson Street*

Name of Group, Individual or Business:	
Contact Person:	
Address:	
City, State, Zip:	
Telephone:	E-mail:

Check here if your parade entry is to be judged? (Entries will be judged from Main St.)

Type of Entry: Please check one in each column.

- | | |
|---|---|
| <input type="checkbox"/> Musical Group | <input type="checkbox"/> Horse Unit |
| <input type="checkbox"/> Military | <input type="checkbox"/> Float |
| <input type="checkbox"/> Non-Profit/Service Group | <input type="checkbox"/> Car -- Antique or New |
| <input type="checkbox"/> Business | <input type="checkbox"/> Truck or Tractor |
| <input type="checkbox"/> School/Youth Group | <input type="checkbox"/> Semi-Truck |
| <input type="checkbox"/> Queen and/or Court | <input type="checkbox"/> Marching/Walking Group |

Additional Information: Please tell us how much space your entry will require and list additional information that might be important when judging your entry.

Preferred Position in Parade (check one)

- Near Front Near Middle Near End

**PASSING OUT OR THROWING
ITEMS OF ANY TYPE IS
STRICTLY PROHIBITED
DURING THE PARADE.**

Deadline: November 28 2017
Return to: LACC-CHRISTMAS PARADE

P.O. BOX 224
LOWELL, MI 49331
Fax - (616)-897-9101
info@lowellchamber.org
Submit on line [here!](#)

I have read & understand the Parade Rules:

Signature

Theme: Redneck Christmas

Entry fee: 5 non-perishable food items or a new toy!

