



Saturday, December 4th, marks the day for the Annual Night-time Santa Parade and Christmas Festivities. **The Theme is Light it Up with the Magic of Christmas!** The following prizes will be awarded by the parade judges: 1st 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 4. To place a vote, people will go to the Chamber Facebook page/Website and take the poll. The poll will remain open until 8am, Tuesday, December 7.

Parade Bag Handout: For the past few years we have treated children to candy prior to the parade. This year we have several businesses sponsoring the parade bags. If you want to be part of this, your business can participate by providing us with 2000 items for the bags & \$100 member/\$150 non-member fee. Deadline to participate is November 12; items and fee are due at the Chamber office (see separate application). This has been a great way for the kids to still get a treat and another way you can promote your business!

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 carpool 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 line-up, instructions and route:

- Your Parade Number will be given out when you register.
- Parade registration begins 4:45pm.
- Parade entrants are required to report to the Registration Point at the corner of Hunt St. and Riverside Dr.
- To access the Registration Point at Hunt and Riverside Dr., approach from W. Main St., turn north on Hudson St. to Hunt St., turn east on Hunt where the Registration Point is located at the beginning of Riverside Drive
- Entrants will be lined up heading south on Riverside Dr.
- Parking is available on side streets.
- Big units will be given specific line-up instructions.
- Big Units turn right on Jackson and return to the line-up area instead of driving back on Main Street (do not allow participants to ride the float if taking this route back to line-up area for safety reasons).
- Horse Units should do a U-turn at Jackson & Main St. to return to line-up area via Main St.

Parade Route:

Entrants are required to proceed south on Riverside Dr. and turn east on Main St.; turn north on Jackson St., turn east on Avery St. (Semi-truck and large units turn south on Jackson St.)

Theme: Light it Up with the Magic of Christmas

Night-time Santa Parade

Parade Application

Saturday, December 4, 2021, 6 PM Sharp!

REGISTRATION BEGINS AT 4:45 PM at the Hunt St. & Riverside Dr.

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 |

Preferred Position in Parade (check one)

- Near Front Near Middle Near End

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



Deadline: November 26, 2021

Return to: LACC-CHRISTMAS PARADE

P.O. BOX 224

LOWELL, MI 49331

Fax - (616)-897-9101

Submit online here!

info@lowellchamber.org

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

I have read & understand the Parade Rules:

Signature