

Maple Hill Holiday Parade
Kalamazoo
November 18, 2023
www.kalamazooholidayparade.org



Maple Hill Auto Group welcomes you to the Maple Hill Holiday Parade. This is your official Kalamazoo Holiday Parade Packet. The Parade team will maintain communication with your contact person to ensure that everyone's experience is full of fun, holiday cheer, and community pride. Together we will work to create a parade that celebrates our community and holiday spirit. Please make a copy of this material for your members.

- The Purpose:** As the official kick-off to the holiday season, The Kalamazoo Holiday Parade is a grassroots, community celebration designed to connect our nonprofit organizations, businesses, and associations with the general public, providing holiday entertainment.
- Parade Date:** Saturday, November 18, 2023
- Check-in:** Gates open at 9 a.m. A representative from the parade unit must check-in with an official by the time stated in the final packet. Typically, units 1-50 check-in by 10 a.m. and units 51-end check-in by 11 a.m. Units that have not reported by their assigned check-in time will compromise their unit position in the parade. Street access to the staging area is closed starting at 10:30 a.m.
- Staging Area:** Parade units are assigned a specific parade staging area. Floats (defined as any unit with a trailer) will be lined up on Portage St. between South and Pitcher. Please note that trailers are not allowed in the Bronson Healthcare Parking Lot, unless accompanied by a band.
- Parade Time:** Parade steps off at 10:45 a.m. The parade begins at the Bronson Parking Lot on Lovell Street and ends in the same location.
- Parade Route:** The route includes Lovell Street to Park Street, Park Street to Michigan Avenue, Michigan Avenue to Pitcher Street, and Pitcher Street back to Lovell Street. Cars cannot park in the parade staging areas.
- Reviewing Stand:** The location of the reviewing stand has not been determined as of the publishing of this packet. There will be a reviewing stage. Remember, you are performing full-time for the thousands of spectators, beginning to end.
- Noise Restrictions:** Please do not use horns or sirens unless an emergency situation exists. Sound amplifier range must be limited to your entry only. Musical units need to check the "music" box in the application.
- Animal Units:** You are required to have someone cleaning up behind your animal (especially horses) at all times. A fine might be assessed for clean-up to stay compliant with City ordinances.
- Vehicles:** Up to two (2) vehicles are allowed per unit. The vehicle designated on your application is allowed in the staging area. Band equipment vehicles are allowed in the staging area, but not on the parade route. For the safety of our participants, all other vehicles must be parked outside the lot. Sponsor vehicles are allowed in the parking lot. **ALL VEHICLES IN THE PARADE MUST BE DECORATED.**
- Floats:** Trailers must be State Licensed approved and all safety and precaution measures must be implemented. Approved railings and seating is required for anyone traveling on the float. Floats cannot exceed 12 feet high from the ground. All floats must be decorated and themed to the holiday spirit (holiday includes the various holidays in November and December)
- Distribution:** For the safety of others, no items may be thrown from your parade unit, including candy, souvenirs, balloons and/or literature. Parade items must be handed to participants. Items for distribution must be approved by the committee.
- Disclaimer:** The Kalamazoo Holiday Parade event team reserves the right to remove any entry from the parade before and during the parade if the entry is not as stated in the parade application, is throwing items from their unit, or is otherwise deemed unsuitable.
- Confirmations:** All units will be confirmed via email correspondence. If you do not receive a confirmation within 5 days of submitting your application, please call us at 269-388-2830.
- Santa Final Note:** The only Santa in the parade is sponsored by Maple Hill Auto Group. For the enjoyment of our children, there cannot be another Santa (Santa with a beard) featured in any unit.

Please follow our social media pages and website at www.kalamazooholidayparade.org.

Questions can be directed to the Parade Logistics Team at 269-388-2830. See contact information at the end of this packet.

**Maple Hill Holiday Parade Kalamazoo
2023 Parade Application | Application is due October 31**

Overview:

- **The parade is hosted by Maple Hill Auto Group.** The success of the parade depends on each unit's ability to provide entertainment value and visual celebration. Units must develop and execute a holiday theme, have participants to dress in holiday attire or costumes complementing their theme, and professionally represent their organization or business.
- The entry fee is \$100 for for-profits and \$75 for non-profits and helps to cover logistical costs. This fee is non-refundable, and the parade is a rain or shine event. Marching bands are exempt from payment and reasonable transportation fees associated with participation can be submitted for reimbursement consideration.
- Confirmation of application and entry is done via email. A confirmation will be emailed within 5 days of receipt and the final number/staging area assignment will be mailed in November and include a parade line-up and event day instructions. If confirmation is not received within a week of your application submission, please call 269-388-2830.
- Applications can be made online. This paper application is designed to provide you with the information that is needed to complete the application. Please ensure that the application, when submitted, is completed. It is the participant's responsibility to communicate any changes or additions to the application between the time of submission and the event. Parade units must adhere to their stated unit descriptions listed within this application or parade officials reserve the right to deny event day entry if it does not reflect the intent of the submitted (or revised) application. This application is used to determine placement in the parade.
- Parade officials will assign line-up number(s), times and locations. The assignment number is based on the parade application and its entertainment value. It is the participant's responsibility to ensure compliance by their unit members.
- Parade units are restricted to no more than 50 members within the unit (excluding marching bands and their band members) and up to two (2) vehicles. This is a requirement helping to ensure that all units receive appropriate recognition during the parade.
- Political units are allowed only under the following guidelines: holiday attire is required; only one banner can be carried in support of the candidate (political signs are not allowed); and political units are required to host a fully decorated holiday themed unit. Political solicitation materials cannot be distributed.
- Parade units may include signage promoting their unit, however, the value of the unit and its placement will depend on the entertainment and theme-value of the unit. Signage must be professional.
- Please advise your unit that members participating in the parade cannot distribute any items from their unit without prior approval. Thrown items force children to run into the streets and create unsafe situations. **Units that throw items will be held responsible for any accident/incident that occurs thereof.**
- In an effort to reward themed and decorated units, people can vote on their favorite unit. The top winning nonprofit will receive a cash prize and the top winning for profit organization will win a trophy. Details regarding the unit competition will be distributed separately from this application.
- Parade units must sign a waiver statement in order to participate.
- This is a one-mile parade route. Parade units must maintain a consistent traveling pace (2 car-lengths between units) and ensure that all members of the parade unit act in an appropriate manner.

Contact Information: For parade application questions: Parade Logistics Team | 269-388-2830

Maple Hill Holiday Parade Application
This application is available online at: <https://www.surveymonkey.com/r/KHP2023>

Enclosed is a check for \$75 payable to KELC for the application fee.

Name of Organization _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____ Telephone _____

Fax _____ Mobile _____ E-mail _____

Previous Participation _____ Years _____

Parade Unit Connection to the Holiday Theme

Describe the holiday significance of your unit (units must be visually pleasing and incorporate a unique holiday theme). Units that are not decorated and/or themed will not be allowed entry (a committee team reviews the themes and determines placement based on the theme). Parade units should incorporate some type of entertainment value – music, a theme, animation, or appropriate visual appeal. The parade is themed from beginning to end with the best units spread throughout the ENTIRE parade.

Parade Unit Description

Unit placement is strategically determined based on the Unit Connection to the holiday theme and its entertainment value. The following information will help to determine placement. Please note that if there are changes to the information supplied below, it is the responsibility of the organizer to inform Parade officials. Floats will be lined up on Portage St. between South and Pitcher. Floats, large commercial vehicles and fire trucks are not allowed in the Bronson parking lot. Please note that a trailer is considered a “float” so if you are using a trailer – check the float box.

Please check all that apply to your entry:

- Float/trailer Vehicle Marchers Music Equestrian Other

Estimated number of members included in unit _____
(Please note that units cannot have more than 50 members with the exception of marching bands).

Float Entries: Actual length of float/flatbed/trailer _____ by _____
Please describe vehicle carrying the float _____

Vehicle Entry: If more than one vehicle, please describe _____
Will you have marchers along with the vehicle? ____ yes ____ no
If yes, please complete Marchers section.

Marchers: How many marchers are in the unit? _____
Will the marchers wear costumes? ____ yes ____ no

Please describe what your entry/float/decorated unit will look like – drawings are required for best placement. Please note if you will be using any type of music for your float/unit. Remember, the placement of your unit depends on the design and presentation of your unit. This description will also be used for voting and the cash prize consideration.

Please write a 25-word promotional broadcasting copy section for your unit. This will be read live during the event.

Distribution of Materials:

The Maple Hill Holiday Parade is an event that provides entertainment and celebration of the holiday. Distribution of materials and candy is not necessary and is discouraged. However, the Parade Event Team recognizes that it is a part of this celebration. Any unit that is planning to distribute an item must provide information below. Units that throw any item will not be allowed to participate the following year since throwing any item is a serious risk to the safety of the viewers.

We would like permission to distribute materials; (please explain) _____

Waiver, Release and Indemnity Form

On behalf of this unit and its participants, our organization, business, association or other entity understands that MAPLE HILL AUTO GROUP, KALAMAZOO EXPERIENTIAL LEARNING CENTER and THE CITY OF KALAMAZOO, its officers..., its officials, agents and employees, and sponsors will not be responsible or liable for any injuries, damages, and/or loss of property as a result of me or any member of my group (parade unit) taking part in the "Kalamazoo Holiday Parade." Further, our organization, business, association agrees to indemnify Bronson Healthcare Group together with its officers, directors, employees, agents and tenants. In addition, I agree to indemnify Bronson Healthcare Group, Inc. from all claims, liability, damage or loss arising from my activities in the staging area of the "Kalamazoo Holiday Parade."

On behalf of this organization, business, association and its members, I have read all the rules associated with the parade and agree to compliance.

Name _____ Date _____
(must be 18 or older to sign this form)

Signed: _____

Organization _____

Legal Address of Organization _____

City _____ State _____ Zip _____

E-mail Address _____

Application Submission Information

Application Deadline: October 31, 2023

Applications received after this date will be considered on a space availability status.

Space is limited to the first 100 units to submit entries and is based on the design/theme quality of the unit.

Application fee is \$75, payable to KELC

Submit to: Maple Hill Holiday Parade Kalamazoo
1417 S. Burdick Street, Kalamazoo, MI 49001

Parade Confirmation and Notification Procedure:

- Approved applications will receive an email confirmation within 5 days of receipt. **Please call if you do not receive confirmation of receipt within a week of your application submission.**
- **IF YOU DO NOT RECEIVE a final confirmation packet by November 4, please call 269.388.2830.**
- Final Confirmation of entry will be mailed after November 4 and will include a complete line-up and event day instructions.
- It is the organization's responsibility to communicate the line-up assignment, location, and time to their members.
- The parade line-up will be announced online at www.kalamazooholidayparade.org