







THE DAILY GAZETTE *Holiday Parade* MOVIES

Saturday, November 19 at 5 p.m.

Join us for the Annual Daily Gazette Holiday Parade in Downtown Schenectady! Enter your float, marching band, decorated vehicle, marchers or dancers in this year's parade. If you have participated in the past, you know that this is a unique tradition, a nighttime parade held on the Saturday before Thanksgiving, which can draw up to 40,000 spectators.

Prize Structure and Awards:

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|  Gazette Business Award
<i>Winner will receive a complimentary half- page advertisement in The Daily Gazette</i> |  Red Suspenders Award
<i>Winning Fire Company will receive a \$500 gift certificate to a local supermarket</i> |
|  Price Chopper Nonprofit Award
<i>Winner will receive a \$500 donation to the non-profit organization</i> |  Stepping to the Music Award
(for a musical group or dancers)
<i>Winner will receive \$500 donation to their favorite "Friends of Music" program</i> |
|  Great Escape Youth Award
<i>Winner will receive 50 tickets to Great Escape for 2016 Season</i> |  Best Adaptation of Theme Award |
|  The Chamber's Best of Parade Award | |

Judges will be on the reviewing stand near Proctors – make sure you're ready to shine when you walk past them! Remember – groups must continue to move. PLEASE DO NOT STOP TO PERFORM.

Note: All Participants are invited to our Holiday Parade Awards Reception on Wednesday, December 7 at a location to be determined. Sponsor, Volunteer and Entry Awards will be presented.

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Please complete the attached application today. We must limit parade entries to ONE decorated vehicle each. If you choose to participate, please fill out the enclosed application and return it with your \$75 entry fee (a \$25 discount will be given to non-profit organizations) by **October 15**. **All applications received after the deadline will be charged an additional \$25.** Please read the parade regulations carefully. **Failure to comply will result in your removal from the lineup and disqualification from participating in future parades.**

Please mail application to The Chamber of Schenectady County, 306 State Street, Schenectady, NY 12305 or email to srank@capitalregionchamber.com.

Each year, the parade can be seen on TV Channel 16 during the month of December. In order to develop a script for our commentators, we need information on your float and your organization. For your convenience, there is space on the back of the application form for you to tell us about your entry.

We will be creating the lineup and mailing final instructions and division assignments November 10. PLEASE DO NOT EXPECT TO HEAR FROM US UNTIL NOVEMBER 14. Our budget does not allow us to send a confirmation letter upon receipt of your application. If you do not receive a packet by November 14, please contact Robin Granger at The Chamber by calling 518.431.1434.

Rules and Regulations

Give our spectators a great show, and keep in mind that awards will be given in several categories, including "Best Adaptation of the Theme." Remember: This year our theme is Movies!

- In our efforts to make this parade fun and exciting for our spectators, we ask that all entrants, fire departments included, **bring only one vehicle, FULLY DECORATED**. Vehicles without decorations offer little to spectators and are not in keeping with the spirit of the parade. Furthermore, multiple vehicles from a single organization increase congestion in the staging area and make the parade unnecessarily long.
- Flatbed trailers must be skirted and wheels covered. The height limit is 13 feet.
- We encourage you to make your entry as original and engaging as possible, but **please do not include a Santa Claus**. The coveted "Santa Float" is the grand finale of the parade, and this honor has been reserved by the title sponsor. Music is a great addition to any entry, as are costumes. Activities such as singing, dancing and other performances are highly recommended.
- This year's theme is *Movies*, and we strongly encourage you to create an entry that reflects it. All entries must conform to generally accepted standards of good taste.
- Consumption of alcohol is strictly prohibited.
- For safety reasons, there is to be no throwing or handing out of candy or other items. This encourages children to go near the street, which is extremely dangerous.
- Participants with animals in their entries are responsible for cleaning up after them immediately. Please be kind to the groups marching behind you.
- The parade is held rain or shine (or snow or sleet or hail!).

The Chamber of Schenectady County and its Holiday Parade Committee reserve the right to reject entries in violation of any of the guidelines listed above. Should you have any questions, please contact Robin Granger at 518.431.1434 or e-mail rgranger@capitalregionchamber.com.



THE DAILY GAZETTE

Holiday Parade

MOVIES

Entry Application: DEADLINE Monday, November 7

☐ Float ☐ Marchers ☐ Animals ☐ Decorated Vehicle (not float) ☐ Fire Department

Describe the amount of space needed for your entry. (Example: 30' float and 8' vehicle OR 50 marchers – 5 rows of 10 people)

Contact Person: _____

Entry Leader Cell Phone _____ (will be used only on day of parade to relay important information)

Group Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Daytime Phone: _____

E-mail: _____

I agree to all conditions set forth in the Parade Regulations:

Signature: _____

FOR OFFICE USE ONLY

Date Received

Amount Due to group

Important: Please write a description of your entry and organization for parade publicity and use by our announcers. This might include information about your entry or your organization.

Please return to Robin Granger
The Chamber of Schenectady County | 306 State Street | Schenectady, NY 12305
rgranger@capitalregionchamber.com | FAX 518.431.1484

SAVE THE DATE FOR THE AWARDS RECEPTION WEDNESDAY, DECEMBER 7 FROM 5 - 7 P.M