

Saturday, November 21 at 5 p.m.

Join us for the 48th 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 this year:

Gazette Business Award

Winner will receive a complimentary half- page advertisement in The Daily Gazette

Price Chopper Non-profit Award

Winner will receive a \$500 donation to the non-profit organization

Great Escape Youth Award

Winner will receive 50 tickets to Great Escape for 2016 Season

Red Suspenders Award

Winning Fire Company will receive a \$500 gift certificate to a local supermarket

Stepping to the Music Award (for a musical group or dancers)

Winner will receive \$500 donation to their favorite "Friends of Music" program

Mexican Radio's 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 need to continue to move.

PLEASE DO NOT STOP TO PERFORM.



Note: All Participants are invited to our Holiday Parade Awards Reception on Wednesday, December 2 at Mexican Radio. Sponsor, Volunteer and Entry Awards will be presented.

Please complete the attached application today. We must limit parade entries to <u>ONE decorated vehicle</u> each. If you choose to participate, please fill out the enclosed application and return it with your \$75 entry <u>fee</u> (a \$25 discount will be given to non-profit organizations) by **October 16**. <u>All applications received after the deadline will be charged an additional \$25</u>. Please read the parade regulations

carefully. Failure to comply will result in your removal from the lineup and disqualification from participating in future parades.

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 9. PLEASE DO NOT EXPECT TO HEAR FROM US UNTIL NOVEMBER 13. 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 13, please contact Kristin Morris at The Chamber by calling 518.431.1428.

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." <u>Remember: this year our theme is Musicals!</u>

- In our efforts to make this parade fun and exciting for our spectators, we ask that <u>all</u> 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 <u>please do not include a Santa Claus</u>. 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 *Musicals*, 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 Kristin Morris at 518.372.5656 or e-mail kMorris@capitalregionchamber.com



Parade Application

☐ Animals

Entry Type (check one only):

☐ Float ☐ Marchers ☐

☐ Decorated Vehicle (not float)

☐ Fire Departments 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: For Office Use Only Entry Leader Cell Phone ______(will be used only on day of parade to relay important information) Group Name: ___ Date Received ______ State: _____ ZIP:_____ City: ____ Daytime Phone: E-mail Amount Due to group I agree to all conditions set forth in the Parade Regulations: Signature: 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.

SAVE THE DATE FOR THE HOLIDAY PARADE AWARDS RECEPTION WEDNESDAY, DECEMBER 2 FROM 5 - 7 P.M.

Special thanks to Mexican Radio!



Yankee Doodle Dandy

The Lion King

Mary Poppins

The Producers

Singin' In the Rain

The Wizard of Oz

A Star is Born

My Fair Lady

Fiddler on the Roof

Beauty and the Beast

Show Boat

Grease

Frosty the Snowman

Annie

Funny Girl

The Sound of Music

White Christmas

Chicago

Cabaret

All That Jazz

The Music Man

Mama Mia

Babes in Toyland

Bells Are Ringing

White Christmas

Little Shop of Horrors

Alice in Wonderland

The Little Mermaid

Bye Bye Birdie

Damn Yankees!

Peter Pan

The Muppet Movie

West Side Story

Rudolph the Red-Nosed Reindeer

Guys and Dolls

Hans Christian Andersen

Willy Wonka & the Chocolate Factory

Holiday Inn

Wicked

Cinderella