

PARADE REGISTRATION & CONTRACT

PARADE REGISTRATION FORM 2017

We thank you for your participation in this year's Verona Hometown Days Parade. The Hometown Days Parade is a celebration of community pride and we welcome all businesses, organizations, clubs, politicians, public servants and religious affiliations that take pride in being members of the Verona community. Please fill out and return this application to 120 W. Verona Ave., Verona WI 53593 OR to info@veronawi.com in order to ensure your inclusion in the 2017 Verona Hometown Days Parade.

There is a \$150 registration fee for private businesses. Non-profit organizations and Hometown Days sponsors participate free of charge. Chamber members are entitled to a discounted fee of \$35 for their inclusion in this event. All parade-designated revenue will be earmarked entirely toward parade-related expenses. Groups such as dance schools, karate studios, gymnastics clubs and similar entities may be exempt from the registration fee if the group brings their participants in themed apparel to the parade. Other entities may be exempt at the sole discretion of the parade producer, including, but not limited to, deeming that the value of the participating entry is of unique or exceptional value to the parade.

- ☐ Our organization is a non-profit group, service organization or educational (no registration fee).
- ☐ Our organization is a private company (\$150 registration fee).
- ☐ Our organization is a member of the Verona Area Chamber of Commerce (\$35 registration fee)

ORGANIZATION NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

TYPE OF ENTRY: (car, float, dance troupe, etc) _____

☐ CHECK ENCLOSED

PLEASE BILL MY CREDIT CARD (circle one): MASTERCARD VISA

CC#: _____ EXP. DATE ____/____ 3 DIGIT CODE: _____

NAME ON CREDIT CARD: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP CODE: _____

I authorize Verona Area Chamber of Commerce to charge my credit card the agreed upon cost and agree to the terms.

Signature: _____ Date: _____

PARADE RULES AND INFORMATION

General Rules:

- **No water.** For insurance and safety reasons, no water is allowed in the parade except in a cup or bottle (we don't want you dehydrated!) No water guns, cannons, water balloons, hoses or similar devices allowed.
- **No throwing objects.** For insurance and safety reasons there is to be no throwing of candy, toys, leaflets, handouts or other similar items. Items including candy may be handed out along the parade route, but not tossed or thrown.
- **No jumping on and off floats or vehicles while vehicle is in motion.** For insurance and safety reasons, no jumping on and off floats or vehicles during the parade is allowed.
- **Play Nice!** This parade is a celebration of Hometown Days and Verona's community pride and we welcome all politicians, religious organizations and businesses that are proud to be part of Verona. Please refrain from hanging signs or handing out material that might be viewed as negative or offensive. Keep it light and fun! If you have a concern about your material, please consult with the Verona Area Chamber of Commerce prior to the event. Entries may be excluded from this parade at the discretion of the parade producer, Verona Area Chamber of Commerce.
- **Don't Hog the Road.** There is a limit of two vehicle units per business/organization unless otherwise approved.
- **Animal Acts.** We welcome the inclusion of our friends in fur. Entries with animals are expected to provide a cleanup crew.
- **Dress it Up!** Trucks, boats, ATVs etc., should include additional decorations or appeal than the typical vehicle wrap.
- **Violation of the parade rules may result in immediate removal from the parade and/or exclusion from next year's parade.** That said, we have never been forced to exclude anyone and we'd like to keep that record intact.
- **Weather cancellation.** Unfortunately, weather plays a huge role in the success of the parade. In order to produce a quality parade, many expenses are obligated "rain or shine." For this reason, if the parade is cancelled due to weather, we will not be able to refund the registration fees. Returning companies will still be required to pay the full registration fee again the following year.

Parade lineup is at **10:30 am** on Sunday, June 4th, 2017.

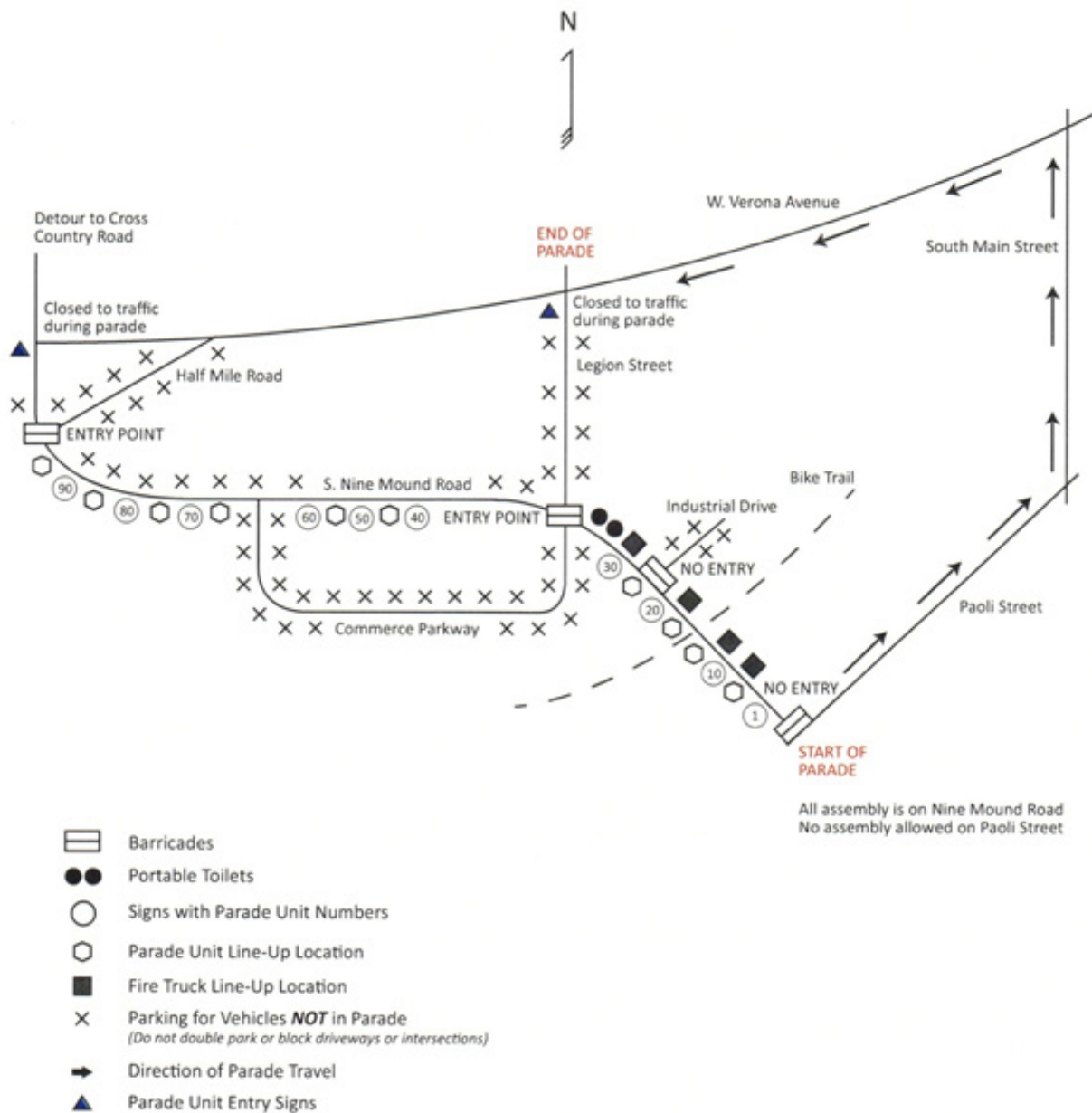
South Nine Mound Road is to be used as the staging area. No staging on Paoli Street is allowed.

Parade begins at 12:00 pm.

Thank you again for choosing to be part of the Verona Hometown Days Parade!

Please contact Molly Solie with any questions at info@veronawi.com.

2017 PARADE MAP



Due to construction on Main Street this year, the Parade will be following a detour up South Franklin St to Verona Ave., rather than up Main Street to Verona Avenue, as detailed by the green dashed line below. The red line represents LAST YEAR'S parade route.



City of Verona
S. Main Street



City of Verona
111 Lincoln
Verona, WI
(608) 845 - 1111

DISCLAIMER: The City of Verona does not guarantee the accuracy of the material contained here in and is not responsible for any misuse or misrepresentation of this information or its derivatives.

SCALE: 1" = 200'

Print Date