

2025 DAIRY FESTIVAL DAYS PARADE REGISTRATION

Date: Saturday, June 7th

Location: Downtown Canton

Parade Start: 1:00pm



April 1, 2025

Dear Parade Participants,

The St. Lawrence County Chamber of Commerce is excited to be coordinating the 61st Annual Dairy Festival Days. Canton's Annual Dairy Festival has traditionally served not only to bring people together, but also to showcase an integral part of the community - the dairy industry. For this momentous year, we would like to take extra care to highlight our agricultural community and Canton businesses, in addition to having a fun event for all to enjoy! We invite you to join us for the 61st Annual Dairy Princess Parade on Saturday, June 7th to begin at 1:00 pm.

REQUIREMENTS:

Attached, find the 2025 Parade Registration Form. **Please return the registration form no later than Friday, May 9th.** Registration forms will not be accepted after this deadline. Float entries must follow this year's theme, as acknowledged by the SLC Dairy Promotion Council, "Red, White, and Moo!" to be judged. Please note floats or vehicles that will be dispensing candy, etc. to the crowd are asked to indicate this on their registration form. **No candy is to be thrown, from a vehicle or float.** Walkers must walk along the crowd to toss candy.

We reserve the right to deny any floats deemed inappropriate. This includes but is not limited to, floats promoting violence, weapons, or drug-use.

Confirmation instructions on where to gather between 12:00-12:30 pm will be communicated via email including the traditional parade route taking place in Downtown Canton, NY.

PARADE FLOAT CONTEST:

Float Entries must follow the theme, "Red, White and Moo!". Judging will take place at 12:00 pm on Saturday. Awards for "Most On Theme", "Most Creative", "Best Commercial", and "Best Non-Commercial". **Parade floats must be completed and ready to be judged by 12:00 pm.**

Sincerely,

Abigail Wilhelm
Canton Community Coordinator
Abigail@slcchamber.org
315.386.4000 ext #5

NOTE: By registering to be a parade participant in this event organized by the St. Lawrence County Chamber of Commerce, you grant permission to the St. Lawrence County Chamber of Commerce to use photographs and/or video of yourself, employees, products, and/or your company or organization for use and dissemination in publications, news releases, online, and in other communications related to programming and activities that support the organization's mission and marketing. These photographs and videos may also be used by the St. Lawrence County Chamber of Commerce to promote your business/organization. To opt out of the Chamber's use of photography or video, please provide a written indication of such to the event organizer and photographs or video will not be used or disseminated by the Chamber.

2025 Canton Dairy Festival Days PARADE REGISTRATION

June 7, 2025, Canton Village Park

Parade Start: 1:00 pm



Business/Organization Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Mailing Address: _____

Number of People Participating within Organization/Float: _____

TYPE OF FLOAT:

Band: _____ Commercial: _____

Non-Commercial: _____

Marching/Walking: _____ Marked Vehicle: _____

Horse-Drawn: _____

BRIEF DESCRIPTION FOR ANNOUNCER: (If handwritten, please PRINT legibly.)

Please Return Registration Form by Friday, May 9th to:

SLCCOC: Attn: Abigail Wilhelm
101 Main Street, 1st Floor
Canton, NY 13617
Abigail@slcchamber.org