



Saturday, December 5th, marks the day for the Annual Night-time Santa Parade. This year has looked different for so many things and the parade will be one of them. Due to Covid-19 restrictions we will be hosting a drive-thru style, lighted parade at the Kent County Fairgrounds from 6pm to 8pm. **The Theme is Winter Wonderland!** We are limited to only 25 pre-approved applicants, and we need these spaces to be filled with the best of the best. We are talking lighted floats, lights, and decorations to fill your space that will knock your Christmas socks off! We will need you to provide a detailed description of what your space will look like. We **will not** be accepting just a vehicle with a business name on it.

The following prizes will be awarded by the parade judges: 1st place - \$150.00, 2nd place - \$100.00, 3rd place - \$75.00. The entries will be judged based on the theme: use of the space provided, creativity, diversity, passing out of treats to the kiddos that ride by, **lights and more lights!**

Note: Entries must be marked for judging on the application.

The People's Choice Award will be chosen by the public via Facebook! The top ten floats will be chosen by the parade judges, and the public will vote for their favorite entry on Facebook! The entries will be posted by 10 PM Saturday, December 5th. To place a vote, people will go to the Chamber Facebook page/Website and take the poll. The poll will remain open until 8am, Tuesday, December 8th.

Parade Handouts: This year you can handout your own sweet treats and coupons. Please make sure you have enough for all the kiddos (as a reference, the Chamber handed out 2,000 parade bags). You need to provide your own staff.

Rules:

- Only one Santa in the parade and Santa is provided by the Chamber of Commerce.
- All entries must provide your own staff to man the area and pass out the treats you are providing.
- You must provide your own generator, extension cords and power strips for lighting. NO electrical hookup available!
- Any animal entries are required to scoop their poop!
- Your area must be lit up and ready to go at 5:45pm sharp

Reminders:

- We strongly encourage groups and organizations with many participants to carpool instead of bringing several cars to the line-up area.
- Bring flashlights for extra safety.
- Dress for Michigan Weather & Covid – Masks, Boots, Hats, Mittens, Hand Warmers and More!

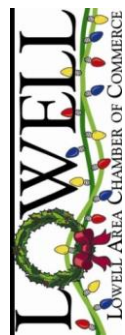
Parade line-up & instructions

- Your Parade Number will be given out when you register at the south entrance of the Kent County Fairgrounds.
- Parade setup and registration begins at noon. Entries must be ready no later than 5:45pm.

Drive-Thru Parade Route:

Participants will enter at the south entrance off Hudson Street and drive on north on Broadway to Bowes Road. They will exit the Fairgrounds via Bowes Road.

Theme: Winter Wonderland



Drive-Thru Lighted Santa Parade

Parade Application

Saturday, December 5th, 2020, 5:45 PM Sharp!

REGISTRATION BEGINS AT NOON at the south entrance of the fairgrounds

Name of Group, Individual or Business:	
Contact Person:	
Address:	
City, State, Zip:	
Telephone:	E-mail:

Please provide a detailed description of your lighted up 10x20 area!

Check here if your parade entry is to be judged? (Judges will be driving thru.)

Tell us a little more about your entry:

Will your area be lit up?

Will you be providing a treat?

Will you be passing out coupons/flyers?

Will you be playing music?

Deadline: November 25th, 2020

Only 25 pre-approved spots available

Return to: LACC-CHRISTMAS PARADE

P.O. BOX 224

LOWELL, MI 49331

Fax - (616)-897-9101

info@lowellchamber.org

I have read & understand the Parade Rules:

Signature



2020
Annual Night-time Santa Drive-Thru
Parade
"Winter Wonderland"

