

Downtown Auburn BID's 34th Annual Holiday Parade

Saturday, November 27, 2021 @ 6PM

Dear Community Members,

Downtown Auburn BID & the City of Auburn invites you & your family, business or organization to be part of this year's Holiday Parade with all of its tradition & excitement.

Celebrate the holidays with the community by creating a float for fun or for the competition. There is no fee to enter and **cash prizes** are given to the **three top floats**. First place receives **\$150**; second place receives **\$100**, and third receives **\$75**. The judging is based on **holiday theme, creativity, enthusiasm**, and how easily the float is **identified** (by who created it).

Winners are announced at the Tree Lighting Ceremony on City Hall steps, following the parade. So, start thinking about your float; it can be as complex or simple as you wish - as long as it is a **holiday theme**. We also encourage folks to incorporate **holiday music** on their floats as well.

Please come be a part of this year's event. To participate in the Holiday Parade, **complete the participation form** and **email it back** by **Monday, November 15th**. Please call me with questions **315.730-4622**, and email the completed form to jesse@auburndowntown.org.

Confirmation & **lineup information** will be sent the **week of the parade**. Our coordination is completely electronic, so please **share your e-mail address** with us, and **add** jesse@auburndowntown.org to your contacts so messages don't go to spam. Also please regularly **check your inbox** for information regarding this event.

Thank you for supporting events in Downtown Auburn.

Sincerely,

Jesse Kline

Assistant Director

Downtown Auburn BID

PARTICIPATION FORM

Downtown Auburn BID's Annual Holiday Parade Saturday, November 27, 2021 @ 6PM

Business/Organization Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____

Phone: _____ **Cell:** _____

Day of Event cell: _____

We need this number if there's inclement weather and the parade is cancelled.

Email: _____

The following are ways to participate in the parade. Please fill in the item(s) that apply to you, and include the number of people involved in each activity.

Float: _____

Chorale: _____

Marchers: _____

Dancers: _____

Band: _____

Classic Cars: _____

Horse team: _____

Cars for officials: _____

Other, please specify: _____

Please provide the total length of your float, including truck, trailer, car & marchers, so that we can allow for enough space on the line-up.

Total length of feet needed: _____

Signature: _____

If you have any questions, please call Jesse Kline at **315.730-4622**. Please email the completed form to jesse@auburndowntown.org by **Monday, November 15, 2021**.

Or mail it to Jesse Kline, 165 Van Anden Street, Auburn, NY 13021.

RULES

All floats should ideally depict holiday-themed scenes. In designing your float, please keep in mind that **SANTA** or **Mrs. Claus** may **NOT be included**, as we can only have one Santa in the parade, to not confuse the children.

SAFETY

In order for us to insure the safety of those attending the parade, **throwing candy is not be permitted**. If an organization/business is caught throwing candy they will not be allowed to participate in future parades. If your organization would like to **hand out** candy to the children at the parade, please have someone walking in the parade, passing the candy out.

PARADE LINE-UP

We will place **signs** on East Genesee Street indicating where your organization/business is to line up to help everyone locate their spot in the parade. The line-up will start assembling at **5PM** at the intersection of **North Fulton & Genesee Streets** on the **north side** of the street, and will **continue east** towards **Perry Street**.

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Thanks so much for your time & efforts and we look forward to a great event!