

# New Ulm's 31st Annual Parade of Lights

Coming Friday,  
November 29, 2019



The New Ulm Parade of Lights is an annual parade in our historic downtown to celebrate the holiday season and welcome Santa to our community. The parade, sponsored by the New Ulm Area Chamber of Commerce, is a great opportunity for local businesses and organizations to promote themselves to an audience of approximately 5,000 people from all around the area. The parade is always on the Friday after Thanksgiving. Early application is encouraged. Your participation and cooperation makes it a great event! THANK YOU!

## Frequently Asked Questions

- Registration:** Due to line-up space, the parade is limited to no more than 60 units, so “first come-first served.” Last minute entries *may* be denied. Entry deadline is November 15. Please return attached form with payment if applicable to the Chamber. Participation in the parade is FREE for New Ulm Chamber of Commerce members! For all other units the cost is \$25. Visiting royalty may participate at no cost.
- Start time:** The official start time is 6:00 p.m.
- Route:** The official route is 4<sup>th</sup> So. to 4<sup>th</sup> No. on Minnesota Street. If you are a large float or parade unit, at 4<sup>th</sup> North, please turn right and head back to the line up area via German Street for disbanding. We are trying to alleviate congestion at the end of the parade route. Again this year—there will be no cars parked on Minnesota Street between 2nd South and 4th North.
- Line up:** Line up numbers and locations will be distributed via email early during the week of November 19. To ensure you receive this information, please provide a valid email address. There is no reserving of locations. Lining up for the parade will be from 5:00-5:45p.m. between 4<sup>th</sup> and 7<sup>th</sup> South Minnesota the day of the parade. We will have orange-vested “assemblers” that will tell you your exact location.
- Santa:** Our last unit will be Santa Claus. To avoid confusion for young children, no other units can have a Santa character.
- Candy:** Due to the darkness and for safety reasons, please do not throw candy from the units. Please have people walking alongside your parade unit that can toss and distribute the candy or treats appropriately.
- Insurance:** **Every unit must provide the Chamber with a certificate of their liability insurance.** Please have your insurance carrier fax us a copy of your insurance or email it to [chamber@newulm.com](mailto:chamber@newulm.com). Our fax number is 507-354-1504. Our insurance carrier insists that this be provided ahead of time or the unit will not be allowed to be in the parade.
- Lights:** For safety reasons, the street lights will remain on. Since it's called ***“The Parade of Lights”*** - every unit must have lights, including vehicles, trailers, walkers or animals. Pay particular attention to lighting your organization's name.
- Music:** Music is encouraged! Please describe it on the attached form as this affects lineup.

New Ulm Area Chamber of Commerce  
P.O. Box 384 / 1 N. Minnesota  
New Ulm, MN 56073  
E-mail: [chamber@newulm.com](mailto:chamber@newulm.com)  
Phone: 507-233-4300  
Fax: 507-354-1504



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Friday, November 29, 2019  
Application and Registration

\_\_\_\_\_ Rec'd  
\_\_\_\_\_ Ins. Rec'd  
\_\_\_\_\_ \$ Rec'd  
\_\_\_\_\_ Parade #

**Business / Org. Name:**

\_\_\_\_\_ NU Chamber Member? Y N

**Contact:**

**Address:**

**Phone:**

**E-mail:**

*Parade numbers and line up locations will be emailed to you the week of November 25, please provide a valid email address for these purposes.*

**Will you have music on your float?** Yes \_\_\_\_ No \_\_\_\_

If yes, please explain: \_\_\_\_\_

**Will you have live animals on your float or as part of your unit?** Yes \_\_\_\_ No \_\_\_\_

If yes, please explain: \_\_\_\_\_

**Give a brief description of your unit.** *The parade is broadcast live, with commentary, on community access channels and on KNUJ radio. This information will be used to describe your unit for the viewers and listeners at home.*

**Participation in the New Ulm Parade of Lights is FREE to the members of the New Ulm Chamber. Visiting royalty may participate at no cost.** For all other units, the cost is \$25. Checks can be made out to the New Ulm Chamber of Commerce and should be included with this registration form and proof of insurance.

-----**Return this form to the New Ulm Chamber**-----

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P.O. Box 384 / 1 N. Minnesota  
New Ulm, MN 56073

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