



Rotary Santa Claus Parade

Saturday, November 18, 2023

Grab some cocoa, relax, and enjoy carefully reading this parade manual from front to back.

MAKING A GREAT ENTRY

Inspiration: There is a “festive” theme to the overall parade, but you must also decide on a cohesive and unique theme for your entry. What creative aspect can you bring to the parade?

Design: How will you convey your theme in an obvious and enjoyable way to the public watching the parade? Remember that this is an evening parade and will take place in relative darkness – lighting up your float adds to the holiday spirit, and will make your entry more visible on the parade route!

Execution: Much like theatre makeup, in order to appear grand to the crowds and on TV, everything on your float should be exaggerated.

Interaction: How do you plan to engage people along the street and make them feel part of the story that your entry is telling?

Commitment: All good entries require a combination of time, investment, and creativity. You can decide how to balance these three “ingredients”, but a float that doesn’t include one, two, or all three of these elements will likely not meet the standard of fully decorated. (See “Rules”)

QUESTIONS TO ASK YOURSELF

- What does the holiday season mean to you?
- What are some holiday traditions that you and/or your team enjoy?
- How do you want your entry to make the crowd feel?
- What aspect of the season that makes you particularly happy, nostalgic, thankful, etc.

The best theme for your group won’t necessarily be the first one you think of. Taking time to brainstorm, discuss, and flesh out ideas will increase the likelihood that your entry is unique and impactful.

We’ve started the brainstorming process for you! (See “Brainstorming”)

Brainstorming

MOVIES

A Christmas Story
It's A Wonderful Life
Home Alone
Elf
The Nightmare Before Christmas
Miracle on 34th Street
The Muppet Christmas Carol
Rudolph the Red-Nosed Reindeer
A Charlie Brown Christmas
Frosty The Snowman
Dr. Seuss' How The Grinch Stole Christmas

CAROLS AND SONGS

Silent Night
White Christmas
Santa Claus is Comin' to Town
Have Yourself A Merry Little Christmas
All I Want For Christmas Is You
Jingle Bells
Drummer Boy
The 12 Days of Christmas
Rockin' Around The Christmas Tree
Let It Snow, Let It Snow, Let It Snow
It's The Most Wonderful Time Of The Year
I Want A Hippopotamus For Christmas
Baby, It's Cold Outside
Here Comes Santa Claus
Silver Bells

REINDEER

Dasher
Dancer
Prancer
Vixen
Comet
Cupid
Donner
Blitzen
Rudolph

WINTER CELEBRATIONS FROM AROUND THE WORLD

Christmas
Hanukkah
Kwanzaa
Yalda
Omisoka
Pancha Ganapati

MISC

"The Nutcracker"
Gingerbread houses
Santa's workshop
Victorian carollers
"Polar Express"
Christmas trees
The Season of Giving

Your float cannot feature a Santa Claus or Mrs. Claus impersonator.

No Santa or Mrs. Claus will be allowed in the parade other than the Claus couple who will be riding at the end of the parade.

Thank you for understanding.

Saturday, Nov 18, 2023 Commercial Entry Fee: \$0 Registration Deadline:
Start Time: 6:00 PM Non-Profit Entry Fee: \$0 Friday, Nov 10, 2023

CHECKLIST

- o Recruit the support of other members of your group who are interested and willing to assist with creating a great entry, and start planning.
- o Secure a “Certificate of General Liability Insurance” compliant with the requirements stated in this package.
- o Complete all sections of the “Parade Registration Form,” including the “Broadcast Script.” Remember that the broadcast hosts will use this for their comments on your entry. Choose your three lines carefully!
- o CAREFULLY read all “Parade Rules.”
- o Return your application and insurance certificate to the Rotary Club of Sault Ste. Marie, and keep a copy for your records. Submit by email to communications@rotarysault.com, fax 705-945-5228, or to our office at 364 Queen St. E. by November 10.

PRIZING presented by 

Entries will be judged by members of the Downtown Kiwanis Club of Sault Ste. Marie based on presentation, quality, animation, use of theme, and effort put into making the entry. Prizes will be awarded in the fall.

Norm Candelori Best In Parade Grand Prize - \$500

Trophy to be displayed by winning group for one year
plus a plaque to be kept by the winner

High School Spirit Award \$125

Trophy to be displayed by winning school for one year plus a plaque to be kept by the school

Elementary School Spirit Award \$125

Trophy to be displayed by winning school for one year plus a plaque to be kept by the school

Best Corporate Entry \$125

Plaque

Best Community Entry \$125

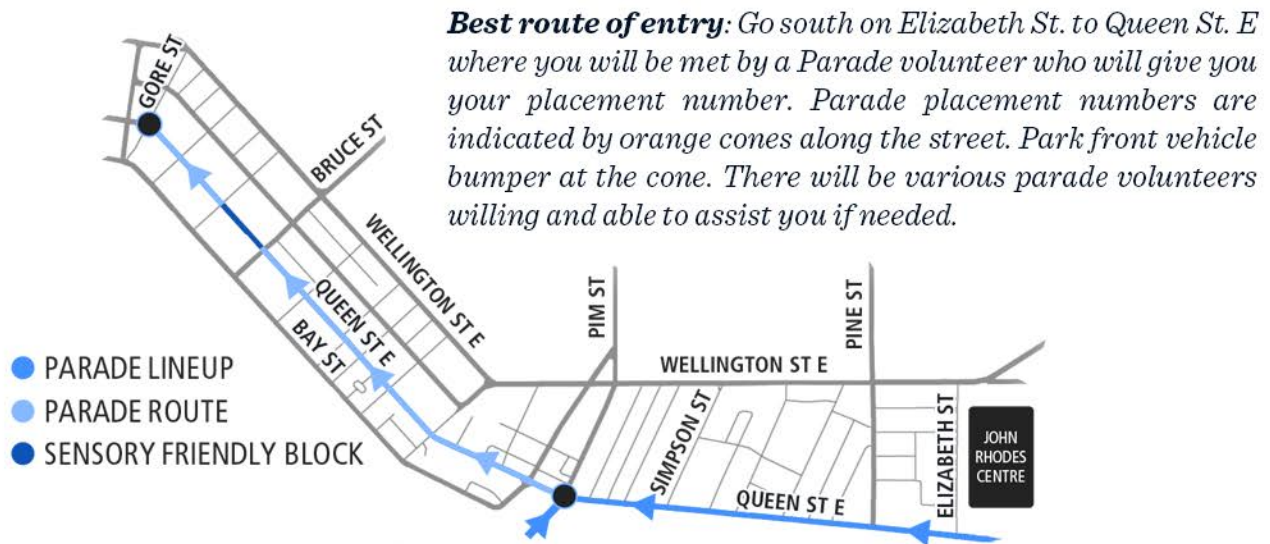
Plaque

INSURANCE

Entrants must provide a certificate of commercial general liability of not less than one million aggregate limit covering bodily injury, death and property damage to any number of persons or property in any one occurrence. The certificate must name the Rotary Club of Sault Ste. Marie as additional insured and include our address – 364 Queen St E, Sault Ste Mare, ON, P6A 1Z1. The certificate MUST be submitted with this application. If your group does not have commercial general liability insurance, you will have to find a “sponsor” to request the certificate from their insurance provider.

PARADE LINEUP

4:30 PM: Staging area roads close (Queen St. from Church St. to Elizabeth St.) **ONLY VEHICLES BEING USED IN THE PARADE WILL BE ALLOWED INTO STAGING AREA.** Float participants may arrange to meet in the John Rhodes Community Centre parking lot, and then proceed down Queen to staging area. Bands will line up on Simpson St.



5:00 PM: All entries must be staged as they will appear in the parade. The Downtown Kiwanis Club of Sault Ste. Marie will begin judging the entries in each category.

6:00 PM: The parade will begin to proceed West down Queen St at 6:00 PM SHARP.

The parade will start at Church St., and continue along Queen Street westward to Gore Street. The parade ends at the intersection of Queen St. and Gore St. Entries can turn left on Andrew St. and disperse along Bay Street or continue and disperse in Esposito Park. We urge you to move along swiftly to help keep the parade moving. It is important to keep moving from the termination point to eliminate congestion and frustrating stoppages.

SENSORY FRIENDLY BLOCK

The block between Brock Street and Dennis Street has been designated a “Sensory Friendly Block.” Please do not honk or use sirens or air horns along this block. If you have bright flashing lights (e.g. emergency vehicle), please consider turning them to “steady on” or “off.” You do not have to turn off your music or any other lights.

PARADE RULES

Please read the next page of rules carefully. These rules are in place to create an enjoyable parade for our community and to ensure the safety of all involved. Any entry that fails to abide by the parade rules will not be permitted to enter the parade next year. If you have questions or concerns, please call the Rotary office at 705-945-1279.

1. ALL ENTRIES must be fully decorated as described in their approved "Entry Description". If not, they may not be allowed to participate.
 2. Entries that are not decorated will be refused entry to the parade unless they are vehicles towing floats, municipal vehicles, or novelty entries that have been approved in advance.
 3. Undecorated automobiles are not acceptable as a float entry unless approved in advance.
 4. There is a limit of 3 vehicles/units per entry.
 5. A float can be self-propelled, a towed trailer or flatbed truck.
 6. Float operators/drivers must have a valid driver's license, have up-to-date vehicle insurance, and be a competent operator/driver.
 7. We insist that all motorized vehicles are in good repair with good brakes.
 8. An entry may be refused if it does not meet parade guidelines or differs from its approved entry form.
 9. No honking, air horns, or sirens may be used between Bruce Street and Dennis Street (Sensory-Friendly Block).
 10. Your entry may not be used primarily as advertising. Although reasonable advertisement of your company is allowed, this is a parade for our community, especially children. Please keep any promotion to a tasteful amount. (Simply decorating a vehicle with lights or bows DOES NOT constitute being decorated in accordance with the parade theme.)
 11. Audible music must be holiday music or reflect the theme of your float.
 12. Entries are required to help the parade run smoothly, which means actively avoiding the creation of gaps and closing gaps when they appear. This can be done by having young children ride on a float instead of walk. If a gap begins to form in front of your entry during the parade, we ask that you do your best to safely catch up to the float in front of you before the gap widens. Official parade spacing is 60 feet between each entry.
 13. No one may get on or off of a float/entry once the float/entry has started in the parade.
 14. Absolutely nothing is to be thrown to the spectators (e.g. candy). It must be distributed by walkers handing the gift directly to the recipient. All handouts must be approved by Rotary and should be listed in your "Entry Description".
 15. All persons in the parade must be in costume or uniform. (e.g. colour coordination)
 16. Use of any political sign, social or political material or improper use of the Canadian flag is not permitted.
 17. All participants must follow the directions of parade officials, city staff, and police officers.
 18. Alcohol and other controlled substances are forbidden on any float, in any vehicle, or on the person of any participant. Participants who consume alcohol prior to parade start are not permitted to enter the parade, and people who use alcohol or other controlled substances during the parade will be removed.
 19. Smoking is not permitted.
 20. You may not deviate from the parade route unless directed to do so by the Police or the Parade Marshal's designates.
 21. The parade ends at Queen and Gore St. Large entries can turn left on Andrew St and disperse along Bay Street or continues and disperse in Esposito Park. We urge you to move along swiftly to keep the parade moving, to prevent congestion and frustrating stoppages.
- NO FLOATS WILL BE ALLOWED TO STOP AT THE INTERSECTION OF GORE AND QUEEN FOR DISPERSAL PURPOSES.
22. No vehicles whatsoever will be allowed on Queen St between Church St and Elizabeth St after 4:30 PM except those that are decorated and participating in the parade. Participants may be dropped off on the streets intersecting with Queen St. (e.g. Woodward, Pine, etc.) and proceed to the route on foot or entries may meet at the John Rhodes Community Centre parking lot and safely proceed to the staging area. Please make sure all participants/guardians are aware of and understand this rule. This is for the safety of all parade participants and volunteers, and it is THE LAW.

Parade Registration Form

Name of entry: _____
"[your group's name] presents [your entry's name/theme]"

Contact Name: _____

Contact Email: _____ Phone Number (day): _____

Mailing Address: _____

Entry Category (circle one): *Float* *Marching Band* *Specialty Unit* *Kinetic Sculpture*

Music (circle one): *Live* *Recorded* *None* Entry Length: _____ Height: _____

Signage (approx size and text): _____

Describe your entry in detail: decorations, props, costumes, etc.

WAIVER FORM

We hereby release the Rotary Club of Sault Ste. Marie from any and all liability or any injuries or damage whatsoever arising from our participation in the aforementioned parade.

Signature: _____ Date: _____

Broadcast Script

This will be provided to media covering the parade. This is your chance to tell the community about yourself, the work you put into your entry, how you chose your entry's theme, who is participating in your entry, if you have been in the parade before or if this is your first time, and any other interesting details. Keep in mind how this information will appear to a media announcer as well as someone watching the broadcast. Please limit your script to three lines.

Group Name: _____

Entry Name: _____

Who is in your entry: _____

Message: _____

**Submit application by email to
communications@rotarysault.com, or
fax 705-945-5228, or to the Rotary
Office at 364 Queen Street East
*By: NOVEMBER 10, 2023***