ROTARY
SANTA CLAUS
PARADE

Saturday
November 21
2026

Grab some cocoa!

Grab some cocoa and start thinking about your Rotary Santa Claus Parade Entry, keeping in mind the rules and details included in this package.

INSPIRATION

What creative aspect can you bring to the parade?

DESIGN

How will you convey your theme in an obvious and enjoyable way for the public watching the parade?

MOVEMENT

Could you use ATVs, golf carts, bikes, trikes, or other modes of transport?

INTERACTION

How can you engage with the parade watchers along the sidewalks?

EXECUTION

Think bright and think big! How can you be instantly recognizable?

Let's Brainstorm!

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. Suess' How The Grinch Stole Christmas

MUSIC

- Silent Night
- White Christmas
- Santa Claus Is Comin' to Town
- Jingle Bells
- All I want For Christmas Is You
- Drummer Boy
- The 12 Days Of Christmas
- Rocking Around The Christmas Tree
- Let It Snow, Let It Snow, Let It Snow
- Its The Most Wonderful Time Of The Year
- Here Comes Santa Claus
- Silver Bells
- I Want A Hippopotamus For Christmas

Winter Holidays

- 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 impesonator.
Thank you for understanding.

Your Checklist

Saturday, Nov 21 2026 **Start Time: 6:00 PM**	**Commercial Entry Fee: $0** **Non-Profit Entry Fee: $0**	**REGISTRATION DEADLINE:** **Wednesday, Nov 11, 2026**

CHECKLIST

- Recruit the support of other members of your group who are interested and willing to assist with creating a great entry, and start planning.
- Secure a **"Certificate of General Liability Insurance"** compliant with the listed requirements stated in this package.
- Complete all sections of the "Parade Registration Form," including the "Broadcast Script." The broadcast script is read live by the broadcast hosts during the parade - choose your three lines carefully!
- CAREFULLY read all "Parade Rules" as listed in this parade package.
- Return your application, fee, 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 or in person to our office at 364 Queen St. E. by November 11th.

JUDGING

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

Grand Prize Entry
Norm Candelori
Best In Parade

Elementary School Spirit Award

Best Corporate Entry

High School Spirit Award

Best Community Entry

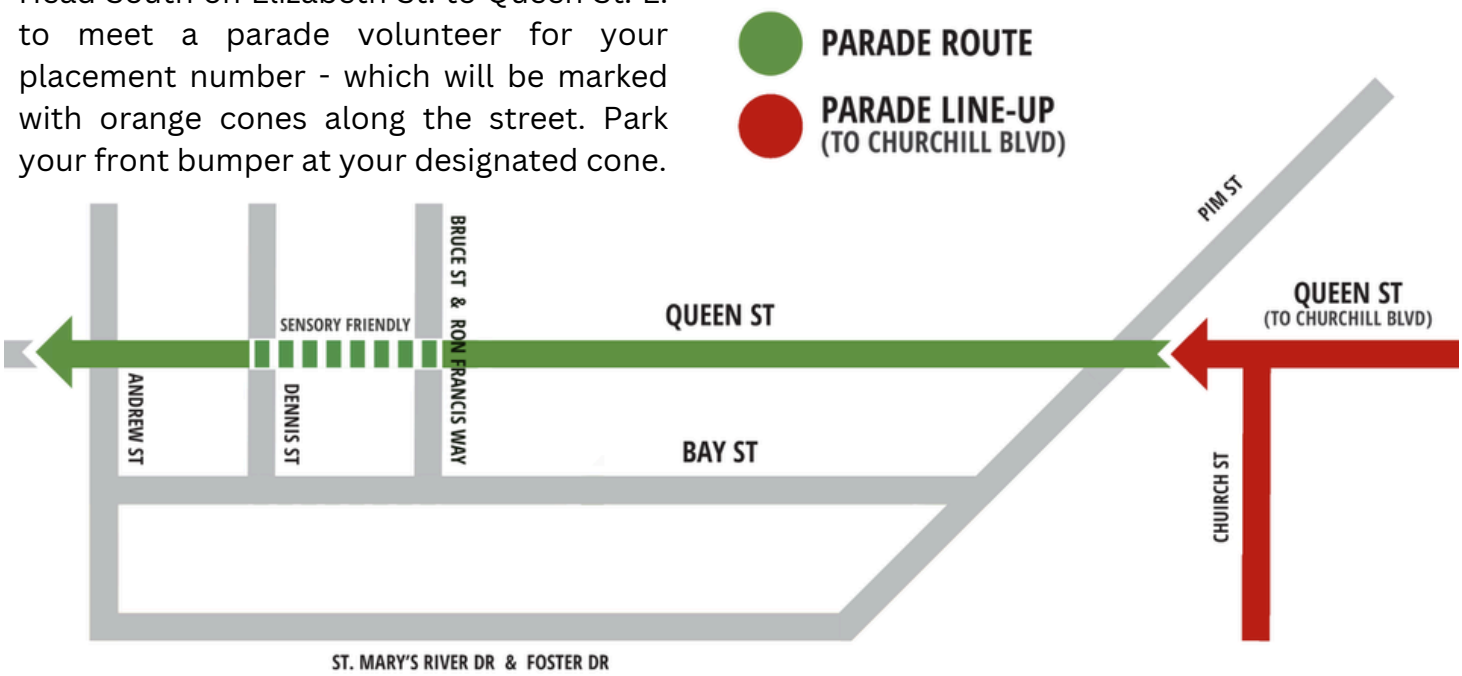
INSURANCE

Entrants must submit a certificate of commercial general liability insurance with a minimum one million aggregate limit covering bodily injury, death, and property damage. The certificate must name the Rotary Club of Sault Ste. Marie as an additional insured and include our address: 364 Queen St. E, Sault Ste. Mare, ON, P6A 1Z1. If your group does not have this insurance, you must find a sponsor to request the certificate from their provider.

Parade Lineup

4:30 PM: Roads close from Church St. to Elizabeth St. on Queen St., including lower Church St. South of Queen St. **Only vehicles being used in the parade will be allowed in staging area.** Float participants may meet at the John Rhodes Community Centre parking lot. Bands line up on Lower Church St.

Best Route of Entry:
Head South on Elizabeth St. to Queen St. E. to meet a parade volunteer for your placement number - which will be marked with orange cones along the street. Park your front bumper at your designated cone.



5:00 PM: All entries must be staged as they will appear in the parade. The 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 Bruce Street and Dennis St. has been designated a "Sensory Friendly Block." Please do not honk or use sirens/air horns along this block. If you have bright flashing lights, please turn them to "steady on" or "off." You do not have to turn off your music or any other lights.

Rules

- **ALL ENTRIES** must be fully decorated as described in their approved “Entry Description.” If not, they may not be allowed to participate.
- 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 .
- Undecorated automobiles are not accepted as floats without prior approval.
- Limit of 3 vehicles/units per entry.
- Floats can be self-propelled, towed, or on a flatbed truck.
- Float operators/drivers must have a valid driver’s license, have up-to-date vehicle insurance, and be a competent operator/driver.
- Motorized vehicles must be in good repair with functional brakes.
- Entries may be refused if not compliant with guidelines or approved forms.
- No honking, air horns, or sirens are permitted between Bruce Street and Dennis Street (Sensory Friendly Block).
- Entries shouldn't primarily serve as advertising, with limited promotion allowed. While we allow reasonable advertisement of your company or group, this is a parade for our community, especially children. Please keep any advertising to a tasteful amount.
- Each entry may display up to four company/organization signs.
- Entries must maintain smooth parade flow, close gaps, and follow spacing guidelines.
- No one may get on or off of a float/entry once the float/entry has started in the parade.uniforms, ensuring coordination.
- Absolutely nothing is to be thrown to the spectators (e.g. candy). It must be handed directly to the recipient. All handouts must be approved and listed in your “Entry Description.”
- All Parade participants must be in costume or uniform (e.g. colour co-ord)
- Use of political, social, or improper Canadian flag displays is prohibited.
- Participants must obey parade officials, city staff, and police.
- Consumption of alcohol and controlled substances are not permitted.
- Smoking is not permitted.
- Deviating from the parade route is only permitted if directed by police or designated Parade Marshal.
- The parade ends at Queen and Gore St. Large 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 keep the parade moving to prevent frustrating stoppages.
- **NO FLOATS WILL BE ALLOWED TO STOP AT THE INTERSECTION OF GORE AND QUEEN FOR DISPERSAL PURPOSES**
- No vehicles are allowed on Queen St. between Church St and Elizabeth St after 4:30pm, except for parade participants. Drop-offs can be made on nearby streets or at the John Rhodes Community Centre parking lot. This rule ensures participant and volunteer safety, and **it is the law.**

These rules are necessary for all parade participants and observers to have a fun and safe time!

BROADCAST SCRIPT (Complete Online or In-Person)

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 the lines provided and write in neutral, present tense.

Group Name: _____

Entry Name: _____

Who is in your entry: _____

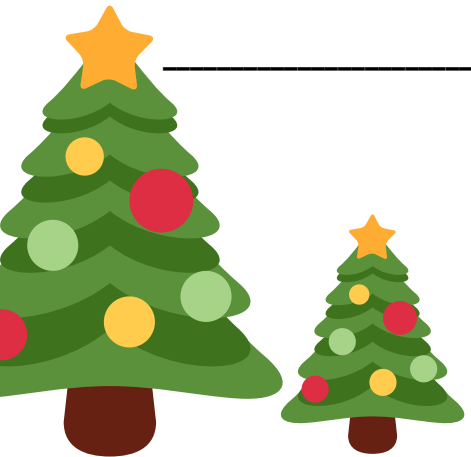
Message: _____

_____

_____

_____

_____



PARADE REGISTRATION FORM (Complete Online or In-Person)

Name of Entry: _____

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, song choice, 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:** _____