

Dairyfest Parade Guidelines for 2017

Registration, Route & Line-up. Read these instructions carefully.

- All units are asked to reflect the theme “*Dairyfest...Makin it happen*”. We encourage all units to get creative with the theme as judging reflects on incorporating it into your unit.

ALL UNITS MUST REGISTER AT CHECK-IN. A registration canopy will be located in the City of Marshfield’s garage parking lot by 9:00 am. A check-in representative wearing a green “EVENT STAFF” t-shirt will check you in. You **MUST** enter from the west into the north gate off Veterans Parkway. Other side streets will be closed and you will be re-directed to this entrance. All units must be checked in by 10:30 am.

- Line-up of all units will take place on West 2nd Street continuing into the City Garage parking lot. Units will **NOT** be assigned a number again this year and put in line-up as they arrive at registration that morning, **FIRST COME FIRST SERVE**.
- When you register, your entire unit must be there. (For example, if you have 3 cars in your unit, all three cars must arrive together. If not, they will be pulled aside until all three cars are there to register).
- Units are reminded to be respectful of the **EVENT STAFF** who are **VOLUNTEERS**. Do not litter while in line-up. A garbage bag will be given to each unit.
- The parade will step off at 11 a.m. from the corner of 2nd Street and Central Avenue. All units will travel south on Central Avenue to 14th Street turning east on 14th Street. The parade ends at Cherry and 14th Street intersection. Units will have the option to exit the parade route on 14th Street to Peach Avenue, or turning south on Cherry and ending inside the fairgrounds.
- For safety purposes units with children involved should dismantle inside the Central WI State Fairgrounds in the gravel area by the horse barns. Please pre-arrange a meeting spot for picking up children.
- Buses picking up band students should park on the south side of East 14th Street, beginning at Vine Street going to Peach Street. When a bus is loaded and pulls out please pull forward.
- It is **CRITICAL** that all parade units keep moving and avoid large gaps. **NO** stopping is allowed anywhere along the parade.

- **All walkers must stay with their unit and keep moving. Remember this route is more than 16 blocks long. Children of all ages are encouraged to participate, however those under the age of 6 years of age MUST ride in a vehicle or on a float. Walking units with children MUST provide one adult for every seven children they are supervising.**
- **If you are handing out candy, buttons, literature, or ANY items from your unit, you MUST have at least six walkers to distribute your items.**
- **Band units will be lined up on Central Avenue, between 1st & 2nd Streets. Buses should drop off the students on the corner of Maple Avenue and East 2nd Street and have students walk to their location on Central Avenue.**
- **Horse units will be placed in line-up and MUST be cleaned up after.**
- **The Boys & Girls Scout troops should meet on the corner of Central Avenue and 2nd Street on the west side of Central Avenue. All troops will march together as one walking unit.**
- **No alcoholic beverages are allowed in the lineup or on the parade route.**
- **In consideration of our viewers, please do NOT spray water from your units.**
- **There is NO FEE for youth or organization units. Business entry fee: MACCI members – \$50; non-MACCI members - \$150. Units can be judged in one of three categories: Business/Industry, Organization, and Youth**

Your cooperation of these Dairyfest Parade guidelines is greatly appreciated.

Marshfield's Dairyfest

Parade Participant's Agreement

The person signing this agreement understands and agrees to be responsible for personal liability insurance and will indemnify and hold harmless the Marshfield Area Chamber of Commerce & Industry, Marshfield Fairgrounds Park, Central Wisconsin State Fair Association, and the City of Marshfield from any and all claims for death, personal injury, property damage and theft, including reasonable attorney's fees and court costs arising from the use by the undersigned of these stated facilities.

A copy of my proof of insurance is enclosed with my application.

Signature _____

Date _____

Return to:

**Marshfield Area Chamber of Commerce & Industry
Attn. Debbie Bauer
700 South Central Avenue
Marshfield, WI 54449**

Dairyfest 2017... "Making it happen"

Dairyfest Parade Application

Saturday, June 3, 2017

APPLICATION DEADLINE: TUESDAY, MAY, 23rd. Absolutely no late entries will be accepted and applications must be complete when submitted. The Parade Committee reserves the right to disqualify any entry. If you are having multiple units in the parade please indicate number of units.

Name of Business or Organization (or individual(s)), _____

Address _____

City _____ State _____ Zip _____

Parade Day Contact _____ Cell/Telephone # _____

Email _____

ENTRY INFORMATION

Number of units in your entry _____
(please specify – one car, one tractor pulling a wagon, one bike, etc.)

Length of Entry _____
(Must be completed for line-up)

Band _____ Is there music with your unit?: Live _____ Stereo _____

Dogs/Equestrians (how many) _____ Other _____
(Units with animals need to scoop their own units)

Describe what your unit consists of: (for example: horse drawn wagon filled with singers, flatbed with children riding on it, vehicle with walkers handing out candy, etc.)

Do you want your unit judged? Yes No If YES, circle one: *Business/Industry, Youth, Organization*

There is NO FEE for Youth or Organization units. Business entry fee: MACCI members – \$50; Prospective members - \$150.

**Return by Tuesday, May 23rd to:
MACCI
Attn: Dairyfest Parade Committee
700 South Central Avenue
Marshfield, WI 54449**