

Dairyfest 2018... "Celebrate Wisconsin Dairy"

Dairyfest Parade Application

Saturday, June 2, 2018

APPLICATION DEADLINE: WEDNESDAY, 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.

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

Address _____

City _____ State _____ Zip _____

Parade Day Contact _____ Cell/Telephone # _____

Email _____

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? ___ No ___ Yes **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 Wednesday, May 23rd to:

Dairyfest Parade Committee

700 South Central Avenue

Marshfield, WI 54449

Dairyfest Parade Guidelines for 2018

Registration, Route & Line-up.

INFORMATION HAS CHANGED so please read instructions carefully.

ALL UNITS MUST CHECK-IN. A canopy will be located in the City of Marshfield's garage parking lot by 8:30 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.**

- All units are asked to reflect the theme "*Celebrate Wisconsin Dairy*". We encourage all units to get creative with the theme as judging reflects on incorporating it into your unit.
- 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 until they are put in line-up as they arrive at registration that morning, **FIRST COME FIRST SERVE.**
- No overnight parking or before 7:00 am on Saturday morning parking will be allowed on 2nd Street. Any units in the street during this time will be placed at the end of the parade route.
- When you check-in, 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).
- When you arrive if your unit needs to be assembled you **MUST** assemble it in your parade spot in line-up **NOT** in the City garage parking lot.
- Units are reminded to be respectful of the **EVENT STAFF** who are **VOLUNTEERS**. Do not litter while in line-up.
- 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.** Parade marshals will be traveling up and down Central Avenue in gators monitoring all units to keep moving.

- **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 a **MINIMUM** of six walkers to distribute your items. Approximately 60# of candy is needed for the entire route.**
- **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.