

2011 CHRISTMAS PARADE APPLICATION

The cost is free until November 16th, 2011 and the \$25 from the 16th until the 19th. The Parade will be held on November 19th, 2011 at 6pm. In case of inclement weather the parade will be held on November 26th, 2011.

This year the theme is:

“Shimmer and Shine at Christmas Time, Come See Us Sparkle”

Prize Categories for Floats: **Best Overall Theme – 1st, 2nd & 3rd Place**
Best Commercial (Large & Small)
Best Charity or Non-Profit
Best Youth Involvement

Parade Route Guide:

Starting at Amherst Town Square Mall, down South Albion Street to Church Street, left on Church Street to Victoria Street, right on Victoria Street to Acadia Street. Parade ends at Acadia Street. Winners will be asked to turn onto Acadia Street & report to Town Hall.

Parade entrants will continue along Victoria Street and disperse. Please make arrangements for participants to be picked up at a convenient location on East Victoria Street or one of the side streets after the parade ends.

**PLEASE DO NOT BLOCK STREETS WHEN UNLOADING,
UNLOAD FROM CURB SIDE.**

All Entrants must be at the mall no later than 5:15 PM

All Entrants must enter the staging area via the traffic lights
at the Amherst Town Square Mall.

All floats are to have the **name** of company or organization prominently displayed
on the **FRONT** of the vehicle for judging.

Please read & retain this attached parade guide.

**PLEASE RETURN THIS APPLICATION TO INVESTORS GROUP, 28 CHURCH STREET OR
VOGUE OPTICAL, 4 ROBERT ANGUS DRIVE. YOU CAN FAX IT TO 902-661-2081 OR E-MAIL IT TO
"john.mcallister@investorsgroup.com" PHONE (902)661-0235; CELL:(902)694-4410 OR
EMAIL john.mcallister@investorsgroup.com AND WE WILL FAX YOU AN APPLICATION**



Name of Business or Organization _____

Name of Contact Person _____

Phone No: _____ Fax No: _____ E-Mail _____

Type of float _____

(ie. Large Flatbed Truck, Vehicle & Trailer, Single Car, Walkers, Horses, Dogs, etc.)

Number of persons on float and or walking _____

Will you have music? YES / NO

I have read the attached parade guide. YES / NO

Parade Guide

1. Closing Date

- The closing date for entries is the last Wednesday before the parade.

2. Cancellation

- In the case of inclement weather, an announcement regarding cancellation and rescheduling will be made on the local radio station (CKDH, AM 900) by 8am the day of the parade. The parade will be rescheduled for the following Saturday at the same time.

3. Age Limit

- Any child under the age of twelve (12) years must be accompanied by an adult in order to participate in the parade.

4. By-Laws

- By laws prohibit the throwing of candies and/or promotional materials. If your group would like to pass out candies and/or approved promotional materials it must be done person-to-person only

5. Floats

- All Floats should have the name of the company/organization prominently on the front of the float for the convenience of the Parade judges and to aid in the awarding of trophies.
- All Floats must be of proper construction to prevent any chance of breakdown during the parade and have proper drivers vision and ventilation. Drivers must remain with their floats.
- No one may get on or off a float once it has started on the parade route.
- All entrants should make use of Christmas lighting and be decorated in keeping with the parade theme.
- Festive music is encouraged on the floats
- 2/3's of a vehicle being used as a "float" must be decorated. A company vehicle with a bow is not acceptable.
- All persons riding on floats should be on the floats prior to arriving at the staging area. For safety reasons all groups should have a prearranged area for assembly and dispersal away from the parade site.

6. Solicitation

- There is NO solicitation for cash and/or ticket sales along the parade route. Only one food drive pick-up will be permitted.

7. Animals

- Any entrants of horses and/or live animals require a clean up person along the parade route.

8. Santa Claus

- No float shall have a person or figure in a Santa Costume.

9. Keep The Pace!

- Please keep a space of 30 feet behind the entry in front of you to ensure that the procession moves smoothly. We need your help in maintaining the pace and the space.

Please try to adhere to the Parade Guidelines and make it memorable experience for all!

If you have any questions regarding these guidelines call John McAllister at 661-0235 or (cell) 694-4410.