

BUTTER AND EGG DAYS PARADE GUIDELINES

Early Bird applications by March 6th, regular deadline March 13th, late fee March 13th - March 18th

Parade Date: **Saturday, April 22, 2023** **Start Time:** 12:00 noon (rain or shine)

Location: Downtown Petaluma, California

Theme: **“There’s No Place Like Home” - Celebrating the Parade’s 40th Ruby Jubilee**

About: The 2023 parade highlights 40 years of tradition in Petaluma and is an opportunity to celebrate our community, our history, and our great sense of fun! This year we ask you to join in celebrating the Ruby Jubilee Anniversary and the Theme of **“There’s no Place Like Home”** which will incorporate artistic visions from the Land of OZ, Ruby Slippers, our amazing earth (as it’s also EARTH DAY), and what makes Petaluma such a special Hometown. This year’s parade should inspire and bring smiles to the masses. It’s our day to shine, celebrate with our community, and show off all the wonderful qualities Petaluma is known for that makes it the best place on Earth to call home.

The 40th annual parade will ask entrants to incorporate the theme into their float design. The theme gives nonprofits, businesses, organizations, and individuals lots of options for showing off their creativity in their design.

Parade entries: Required to be entertaining, creative, and exciting. Participate with a float, push float, band, costumes, uniformed attire, drill, dance team or comical routines, antique or unique vehicles, etc.

Think out of the box! All parade entries will be selected based on how well they theme their presentations around the Parade theme of: **“There’s No Place Like Home” - Celebrating the Parade’s 40th Ruby Jubilee**

Some Parade theme ideas to start your thinking:

- Celebrating the 40th Ruby Anniversary of the Parade
- Use the Land of Oz theme by incorporating the characters, scenes, ruby slippers, etc
- Showcasing what makes Petaluma to be the best hometown on Earth to live
- Highlighting what businesses, non-profits, schools, do to contribute to make Petaluma special
- Our shining community and its commitment to action on climate change, given that April 22nd is also Earth Day
- Being GREEN as we celebrate on Earth Day

Parade Route: One mile – The parade will start at the corner of D Street and Fourth Street. It will proceed on Fourth Street to Kentucky Street, right onto Washington Street, right onto Petaluma Boulevard North to Petaluma Boulevard South and end at D Street.

Anticipated Attendance: 25,000 +

Parade organizers will approve applicants. Notification of acceptance will be emailed.

Clover Kids Parade: Clover Sonoma is again sponsoring a Parade for youngsters. It will start at 11:30 a.m. at 4th and D St. and move along the regular parade route to the Kids Area in the A Street Parking Lot, approx. 4 blocks. Only pre-schools, primary grade classes or clubs, mothers’ clubs, and other similar groups will be in this parade.

Please read general parade guidelines. Respond early to be considered for placement in our parade. For updated information on the parade, please visit our website at Petalumadowntown.com

Non-Commercial entries are parade units entered by an individual, academic school, nonprofits with fewer than 100 employees, service club, or youth group. **They cannot promote commercial or financial businesses.** *One non-commercial unit per application.*

Commercial entries are parade units entered by commercial or financial businesses and nonprofits with more than 100 employees. A commercial business entry cannot be used as a “major” advertisement.

One business & Unit per application.

JUDGING: Judges will be selected by the Committee. Units can compete in only one category. The judges’ decision will be final. In the case where there is only one entrant in a category, that unit will be re-classified. 1st & 2nd Place Awards are offered in each entry class.

JUDGING CRITERIA: Each category will be judged on Entertainment Value, Use of Theme, Skill in Presentation, & Sportsmanship. All judging takes place in front of the reviewing stand on Petaluma Blvd. No performance stops allowed.

JUDGING CATEGORIES:

High School Marching Band
Jr High Marching Band
Novelty/Specialty Unit
Fire Engine
Float: Non-Commercial
Antique Car: Non-Commercial
Antique Car: Commercial
Vehicle: Non-Commercial
Vehicle: Commercial
Float: Commercial / Sponsor
Veterans Group
Marching Group: Non-Commercial
Marching Group: Commercial / Sponsor
Equestrian
Equestrian Clean Up Crew
Sweepstakes - Most Outstanding Use of Theme
Helen Putnam - Most Entertaining / Use of Historical These
Judges Special- Most Unique/Entertaining
Golden Hammer - Best Locally Built Non-Commercial

ENTRY REQUIREMENTS AND SELECTION:

- **ALL** parade entries **MUST** showcase parade theme
- Entries applicants are all subject to approval by Parade Organizers
- Entries are selected on their entertainment value, uniqueness, size, and appearance
- The parade participants must be “family friendly” appropriate to be seen by all ages
- The Parade **will not** be used as a platform for special interests
- No entry will be entered into the parade whose purpose is to campaign for any office, promote any partisan political position or ballot proposal. No unit may solicit funds while taking part in the parade, for any reason
- Only Sponsors are able to pass items out and must be approved in advance

ENTRY APPLICATION FORM:

- The entry application form must be completed and signed with the understanding of the general rules and guidelines. It must include payment
- The parade organizers reserve the right to reject any application or entry at any time
- Applicants will receive notification of their acceptance within two weeks of receipt
- Staging instructions will be mailed approximately two weeks prior to the parade
- The rules and guidelines are for the safety and quality of the parade. Failure to abide by these rules and guidelines and those presented with the parade information package, may result in the entry's removal from the parade

PARADE SPONSORSHIP

- Parade sponsorship information is available with Marie McCusker - Petaluma Downtown Association - Phone - 707-762-9348 (office) - Email - marie@petalumadowntown.com

THIS IS A FORWARD MOTION PARADE:

- All entries are required to maintain a continuous forward motion during the parade. **No stopping**

NO HANDING OUT OF CANDY OR FAVORS:

- Nothing can be tossed from the parade route or curbside due to liability policies set forth by the parade insurance company and the City.
- **NO handouts of food items or merchandise unless you are a Sponsor and without prior authorization from the organizers.**

IDENTIFICATION SIGNS:

- Identification banners are encouraged for entries in the parade
- Signs must be for identification purpose only and not as an advertisement or political statement

CANCELLATION POLICY:

- Only a significant act of nature will cancel the parade, of which all units would be notified
- If, for some unforeseen reason, your unit is not able to participate in the parade after being accepted, you must contact the parade staff, prior to the parade date, as soon as possible
- Entries absent on parade day without proper notification may not receive future invitations
- **Entry Fees are not refundable.** If for any reason an entry is not accepted into the line-up, fees will be returned. Once accepted into the line-up, fees are not refundable

MARCHING MUSICAL UNITS:

- Musical units are requested to perform the one-mile parade route
- Unit members are required to be in uniform attire

WALKING GROUPS MUST BE COSTUMED: Walking groups are limited to 50 walkers.

SPECIALTY UNITS: (Clowns, Color Guards, Drill/Dance/Baton, Scout Groups)

- Units will be considered on their entertainment value or uniqueness
- Plain clothed marching entries will not be accepted in this category
- Entries requiring vehicles to carry sound systems must notify parade organizers on the application. Carts or vehicles accompanying the entry must be decorated
- Drill / Dance routines must be choreographed for forward motion. No stopping to perform

FLOATS:

- Floats cannot exceed 50 feet in length (including tow vehicle), 13 feet in height and 10 feet wide.
- Float entries must follow the "Parade Float Guidelines" that will be mailed following receipt of the entry application
- All vehicles must be properly insured, and drivers must have a valid driver's license
- All passengers standing or sitting on the float **MUST** be wearing a safety belt or have handholds or other support while the float is moving
- Vehicle and float drivers must be able to have a clear view of the front of the vehicle
- Floats must be constructed of fire-safe materials and must carry a fire extinguisher
- Appropriate area for vehicle exhaust must be designed into the float/unit

VEHICLES:

- Vehicles considered for entry must be antique or unique
- Commercial business vehicles such as vans, tankers, farm machinery, tractor-trailers and other large vehicles may not be accepted due to safety concerns
- Vehicles permitted in the parade will be restricted in numbers, no more than three car clubs and clubs limited to limited to 6 cars per club
- Drivers must be able to have a clear view of the front of the vehicle
- **No commercial or private vehicles are allowed without prior written approval by the parade staff**
- **All vehicles must be properly insured, and drivers must have a valid driver's license. (These will be checked on the day of the parade, during Staging)**

EQUESTRIANS/ANIMALS:

- No more than 6 horses per entry. No more than three equestrian groups will be accepted in the parade
- Any animal deemed unsafe in the parade will be removed
- **All animal units must provide their own “clean-up” crew to follow their unit in the parade**
- Equestrian riders should be at least 12 years of age and accompanied by an adult trainer
- All equestrian entries MUST have trainers walking with every two horses
- ANIMALS MUST BE NOTED ON FORM: If you are bringing animals with your unit, they must be identified on the Parade Entry Form. Horses, dogs, cows, reptiles, and any other wild or domestic animals shall not be in the parade without specific written approval by the Parade Committee. **All entrants with animals must submit proof that there is insurance in place to cover the animal’s activity**

SPECIAL GUESTS / DIGNITARIES:

- ELECTION/ISSUE CAMPAIGNING: NO participant may advocate, oppose, or depict any political, religious, social or other ballot or political issue or candidate in the parade. The Butter & Egg Days Parade will not permit itself to be used as a platform or advertising vehicle for any candidate or issue. **No election signs, themes, or colors may be displayed.** Units discovered to have political advertising, or to be distributing political advertising along the route, will be removed from the line-up. Currently serving elected officials who represent the Petaluma area will be invited to ride in the parade. **Black and white signs will be provided which identify only their name and current status.** They may not campaign for re-election, or for another office, nor may they display or distribute electioneering materials or election colors or shirts on the Parade Route. Candidates, and others, are invited to rent a booth in the Festival Area for electioneering purposes

PARTICIPANT AGE RESTRICTIONS:

- Walking participants must be at least six years old or older, with the exception of the Kids Parade
- There must be a least one adult escort for every six children under the age of 13 years
- Young children riding on a float must have adult supervision with and around them

ALL ENTRIES MUST BE SAFE. *Breaking any of the following safety protocols will subject units to immediate removal from the Parade.* Units removed from the parade will not be permitted into the parade line up the following year.

- **DO NOT USE AIR HORNS.** Air horns may not be used by any unit in the parade.
- **DO NOT THROW CANDY.** Throwing of any candy, merchandise or other items is prohibited. Items must be handed to spectators, **if we see you throwing items you may be removed from the parade.**
- **DO NOT HAND OUT** food items or merchandise along the parade route unless you are a Sponsor and without prior authorization
- **DO NOT proceed in an unsafe manner.**
- **DO NOT interfere in any way with other units.**
- **Comply with ALL Parade Marshal requests.**
- **DO NOT drink any alcoholic beverages** in the staging area, or along the route. **ALCOHOL IS PROHIBITED.**
- **Equestrian Units MUST have a Pooper Scooper.**
- **DO NOT Jump on or OFF** any moving float or vehicle.

Questions/Contact:

Petaluma Downtown Association
707-762-9348

Parade Entries: Sarah@VisitPetaluma.com

Sponsorship: Marie@petalumadowntown.com

Festival Booth/Food Spaces: Sarah@VisitPetaluma.com