

# BUTTER AND EGG DAYS PARADE GUIDELINES

**Early Bird applications by March 7th, regular deadline March 14th, late fee after March 14th**

**Parade Date:** Saturday, April 23, 2022

**Start Time:** 12:00 noon (rain or shine)

**Location:** Downtown Petaluma, California

**Theme:** **“Community - The Heart of Petaluma!”** Celebrating the generosity and compassion of our wonderful community!

Petaluma’s Butter & Egg Days Parade celebrates all things Petaluma, the people, history, and the stories we love to tell. The 2022 theme **“Community – The Heart of Petaluma!”** recognizes the importance of our outstanding, engaged nonprofits, businesses, and volunteers with huge giving hearts that fuel our community spirit. It’s what makes Petaluma such a special place to live!

The 39th 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, colorful 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: **“Community - The HEART OF PETALUMA!”**

**Some Parade theme ideas to start your thinking:**

- Nonprofit organizations - Portraying legacy of community engagement and volunteerism
- Examples of making a difference in the community
- Celebrating your nonprofit, community group, etc
- Displays of hearts and kindness
- Businesses sharing their stories of community support
- Anything that shares stories of making a difference

**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. Application is available online at [www.petalumadowntown.com](http://www.petalumadowntown.com) or call 762-9348.

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 [www.petalumadowntown.com](http://www.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 entity 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 per application.**

## 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

## 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](mailto: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 TOSSING 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 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
- 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 drivers 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 drivers 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 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 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:*** Admin@petalumadowntown.com

***Sponsorship:*** Marie@petalumadowntown.com

***Festival Booth/Food Spaces:*** Sarah@VisitPetaluma.com