

BUTTER AND EGG DAYS PARADE GUIDELINES – PLEASE READ!!

Early Bird applications by March 4th, regular deadline March 11th, late fee March 12th- March 18th

Parade Date: Saturday, April 19, 2025 ~ Start Time: 12:00 noon (rain or shine)

Location: Downtown Petaluma, California

Theme: “Petaluma’s Wonderland” – Where Imagination Blooms!

Step into Petaluma's flowering world of curiosity and delight!

Get ready to be transported to a world of wonder at the 42nd Annual Butter & Egg Days Parade in Petaluma! This year's theme “*Petaluma’s Wonderland: Where Imagination Blooms,*” invites participants and spectators alike to celebrate the magic and charm of our historic town. We are a curious community full of imagination and creativity. Watch as colorful floats, costumed participants, and lively performances bring this delightful theme to life, celebrating Petaluma’s rich history and agricultural heritage with a playful twist. It’s a day of fun, fantasy, and local pride that promises to delight visitors of all ages!

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.

SEE THE ATTACHED LIST OF POTENTIAL FLOAT IDEAS TO FIT INTO THE THEME.

ENTRY APPLICATION FORM

- The entry application form must be completed and signed with an understanding of these general rules and guidelines. Payment is required with entry application.
- 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 emailed 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 will result in removal from participation in this and future parades or events.

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.

PARADE SPONSORSHIP

Parade sponsorship information is available on ButterAndEggDays.com or call 707.762.9348.

CLOVER KIDS PARADE: Clover Sonoma is again sponsoring a Parade for youngsters. It will start at 11:30 am at 4th and D Streets 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.

Non-Commercial entries are parade units entered by an individual, academic school, nonprofit with fewer than 100 employees, service club, or youth group.

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.

PARTICIPANT AGE RESTRICTIONS

- Walking participants in the parade must be at least six years old except for the Kids Parade.
- There must be at 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.

JUDGING: Judges will be selected by the event 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, and 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
Elementary School Band
Band (non-school)
Performance Groups: (Dance, Martial Arts, Musical, etc)
Fire Engine
Float: Commercial / Sponsor
Float: Non-Commercial
Antique or Classic Car: Commercial
Antique or Classic Car: Non-Commercial
Motorized Vehicle (bus, tractor, car, truck, motorcycle, decorated car, non-float)
Self-Propelled Vehicle (bikes, art carts, non-motorized)
Veterans Group
Marching / Walking Group: Commercial / Sponsor
Marching / Walking Group: Non-Commercial
Equestrian
Equestrian Clean Up Crew
Golden Hammer - Best Locally Built Non-Commercial
Helen Putnam - Most Entertaining / Use of Historical
Judges' Special - Most Unique / Entertaining
Sweepstakes - Most Outstanding Use of Theme

ENTRY REQUIREMENTS AND SELECTION

- ALL parade entries MUST showcase parade theme.
- Entries 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 accepted into the parade whose purpose is to campaign for any office or promote any partisan political position or ballot proposal. No unit may solicit funds while taking part in the parade for any reason.
- **Only Sponsors may pass items out. Items must be approved in advance and fit within the "wonderland" theme.**

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 UNLESS YOU ARE A SPONSOR AND HAVE PRIOR AUTHORIZATION.**
- Nothing may be tossed from the parade route or curbside due to liability policies set forth by the parade insurance company and the City.
- Parade participants may not encourage spectators to come into the street.

IDENTIFICATION SIGNS

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

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

- Participants must be costumed.
- Limited to 50 walkers.

PERFORMANCE GROUPS

- Units will be considered on their entertainment value or uniqueness.
- Entries requiring vehicles to carry sound systems must notify parade organizers on their 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 with participant packet.
- All vehicles must be properly insured, papers in the vehicle, 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 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.

ANTIQUÉ / CLASSIC CARS

- Vehicles considered for entry must be antique or unique.
- Old commercial business vehicles such as vans, tankers, farm machinery, tractor-trailers, and other large vehicles will not be permitted if there are 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 into 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.**

SAFETY FIRST!

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.

- No airhorns or revving of engines.
- **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.
- **ALCOHOL IS PROHIBITED.**
- Equestrian Units MUST have a Pooper Scooper.
- DO NOT Jump on or OFF any moving float or vehicle.

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 space in the Festival Area for electioneering purposes.**

CANCELTION POLICY

- This is a rain or shine event. Only a significant act of nature will cancel the parade. 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.

SEE NEXT PAGE FOR FLOAT/UNIT IDEAS THAT FIT THE "PETALUMA'S WONDERLAND" THEME

Questions / Contact:

Petaluma Downtown Association ~ 707.762.9348

Parade Entries: Sarah@PetalumaDowntown.com

Sponsorship: Marie@PetalumaDowntown.com

Volunteers: Kathy@VisitPetaluma.com

Festival Booths: Sarah@PetalumaDowntown.com

Food Booths: Sarah@PetalumaDowntown.com

“Petaluma’s Wonderland” Parade Float / Entry Ideas:

We encourage participants to combine classic Wonderland elements with colorful flowers, greenery, and Petaluma’s agricultural charm for a parade filled with wonder and creativity! This parade is about bringing your imagination to life by representing your school, business, and non-profits utilizing this playful theme.

Here are some inspiration **for floats, walking groups, sports groups, robotic groups, pushcarts, and costumes** to bring “Petaluma’s Wonderland: Where Imagination Blooms” with a focus on Alice in Wonderland characters and blooming scenes:

- **Talking Flower Garden:**
 - Talking Flowers on Petaluma landscapes
 - Oversized blooms, mushrooms, caterpillars, butterflies, bees, and ladybugs
- **Mad Hatter’s Tea Party:**
 - A table with blooming teapots, the characters as cows/chickens
 - A giant pocket watch being “fixed” with a huge slab of butter!
- **Farm Animals in Wonderland:**
 - Dress up cows, chickens, and other farm animal friends as all the wonderland characters – Queen of Hearts, White Rabbit, Mad Hatter, Alice, Tweedle-dee & Tweedle-dum, etc
- **Queen of Hearts’ Rose Garden:**
 - A rose garden where the Queen of Hearts and her card soldiers are painting the roses red
 - A croquet game with flamingos or chickens with long necks
 - Giant chessboard using cows, chickens, eggs and butter as Chess pieces
- **White Rabbit’s Journey:**
 - The White Rabbit hopping through a meadow of blooming flowers and mushrooms, complete with his iconic pocket watch
 - Use Petaluma landscape and landmarks to show the rabbit exploring
- **Cheshire Cat’s Enchanted Forest:**
 - A Cheshire Cat mischievous grin lighting up the scene of glowing flowers, twisted trees
 - Could the cat be a cow or chicken?
- **Caterpillar’s Giant Mushroom:**
 - A giant, colorful mushroom as the centerpiece, featuring the Caterpillar lounging on top and blowing bubbles or “smoke” shaped like flowers
 - Could the caterpillar be a cow or chicken?
- **Wonderland’s Map of Discovery:**
 - Feature a large map of Petaluma, with paths leading to iconic scenes of Wonderland like the tea party, the rose garden, and the croquet grounds
 - Include cow and chicken characters pointing the way
- **Tea-Time Harvest:**
 - A giant teacup filled with fresh produce, showcasing local crops like butter, eggs, and Petaluma’s dairy heritage
- **Wonderland Innovation:**
 - Organizations can create an innovative take on wonderland and showcase what they have created that has made a charitable impact or growth in the community
 - What discovery has your organization made that you want to share with the attendees?
 - Highlight community projects and services
- **Eat Me, Drink Me:**
 - Local restaurants/breweries/cafes showcasing their craft but GIANT!
 - Staff can dress as Wonderland chefs or waitstaff
- **OR, WHAT IDEA CAN YOU COME UP WITH ON YOUR OWN???**

Sustainable Giveaways: *If a sponsor, and if approved, all promotional giveaways must be eco-friendly items such as reusable bags, water bottles, or bamboo utensils to promote sustainable living*