



Christmas Parade Float Guidelines

The Rogers Christmas Parade reserves the right to select floats for exhibition. Selection will be based on quality and type of float, variety of exhibitors, with preference given to locals.

Rogers Christmas Parade 2021

Terms of Agreement for Parade Entry

ENTRIES: There are 2 categories of entries. FLOAT (Large vehicles, trucks and trailers) and NON-FLOAT (Marching/Walking groups, cars and bands)

ENTRY FEE: The parade entry fee is \$35 up to 100ft. There will be an added \$10 fee for each additional 50 ft. All school bands are free. Entry must be submitted with a completed and signed Parade Application **by November 19th, 2021** to the Downtown Rogers Inc. office, located at 301 W. Chestnut St, Rogers, AR 72756. **Application fee is non-refundable.**

SEND ALL INFO REQUESTED WITH APPLICATION: In order to be considered, application must be complete. If you need to send additional information, please email it to sheree@rogerslowell.com within 24 hours of submission of application.

DRIVERS: All drivers of any vehicles must be 18 or older and fully licensed and insured to drive that vehicle. A copy of **driver's license and vehicle insurance must be submitted with application** to DTR Inc.

WALKERS: All float entries must be accompanied by 4 float walkers, in safety vests, one on each corner of the float to assist with crowd control over the entire parade route.

FLOAT or ENTRY SIZE: Due to overhead electrical wires and obstructions on the parade route, float and entries are not to exceed 14ft in height from ground to top of float. Space is limited so no entry is to exceed 100ft in length. If more space is needed, you will be required to purchase additional space.

TEAM LEADER: Parade units must select one person to be their Parade Team Leader. The Parade Team Leader will be the primary contact person for the parade unit before, during and after the parade and should be the only person contacting DTR Inc. with questions to then communicate back to their parade team. Parade leaders must attend a participants meeting held on *Monday, November 29th 5:30pm at Rogers Lowell area Chamber of Commerce, 317 W Walnut.* **Failure to have a Team Leader in attendance at the Team Leader meeting may result in revocation of your entry.**

PARKING: We do not offer any designated parking areas. If your application is accepted, you will need to coordinate car pools and drop-off/pick-ups.

TOILETS: Restroom facilities for use by parade participants and attendees are located in the Playard Park on 1st Street. Additional port-a-johns will be located throughout the parade route.

YOU MAY NOT THROW ANYTHING: THROWING ANY OBJECT FROM A FLOAT OR THE PARADE LINE IS STRICTLY PROHIBITED. You may hand candy, toys, trinkets or promo items to parade attendees. Please no flyers, coupons or cards they end up littering the streets of the parade route. **NO THROWING OF ANYTHING.** All floats intending to hand out goodies must have walkers to keep children from getting too close to the floats. Items to be handed out must be listed on application.

PARADE LINE UP: Parade line up will start December 3rd 5pm starting on 5th Street at Poplar and continuing South to Olrich Street. Rogers Rotary Clubs will be there to assist with line up and getting groups folded in. You will receive your number for the lineup at the participant meeting on November 29th. The higher your number the further south on 5th Street your spot will be. Parade will start moving East onto Poplar Street at 7pm.

ENTRY DESIGN AND PRESENTATION: All float/entries must adhere to their application description, be entertaining to all ages, and decorated in a festive and fun style in keeping with the holiday theme.

Vehicles without any holiday themed decorations will not be allowed. Signage designating the name of the group should be on both side of float or in front of each walking group.

ANIMALS: All animals must be leashed and/or harnessed, under close supervision at all times and must be cleaned up after immediately and throughout parade route. **CLEAN UP IS THE RESPONSIBILITY OF THE ENTRANT.**

CHILDREN: All children under the age of 18 must be supervised by an adult. Children under the age of 5 years old, not directly accompanied by a parent or guardian, will not be allowed to participate in the parade.

SANTA CLAUSE: There is only one Santa Claus and he will be joining us for the end of the parade. No living imposters will be accepted or allowed in the Rogers Christmas Parade. Santa hats are allowed and the Grinch is not a Santa Claus, he's a Grinch so he is allowed as well.

JUDGING OF ENTRY: If your group wishes to be judged make sure number you are given at parade participant meeting is visible and prominently displayed on the passenger side of your vehicle or group. Judges will be looking at creativity, innovative use of materials, craftsmanship, performance and cuteness. All judging will occur during the parade itself. Judges will be selected/solicited by Downtown Rogers Inc. and are volunteers. All judges' decisions will be made independent of outside influence and are deemed final. Winners will be posted on DTR Inc. website and social media the following week. Groups will be judged and chosen as winners of the following categories:

Holy Award – Best entry with a religious theme

Sparkle Award – Most illuminated float

Best in Show – Overall best and most elaborate float

APPLICATION ACCEPTANCE: Your application must be filled out in full. Driver's license and proof of insurance must be provided to be considered if you have a vehicle that will be participating in the parade. Once your application and insurance information is received, you will be promptly notified via email of your acceptance or rejection. If your application is accepted you will also receive an invoice for payment of the application fees at that time. Applications will be evaluated by DTR Inc., in its sole discretion, based upon past experience with the applicant, float diversity, appropriateness to the event identity, and application request date, with preference given to locals. DTR Inc. reserves sole discretion to limit what can be exhibited. Entries must thoroughly describe float and items to be handed out if any.

LIABILITY: The entrant identified below will and does hereby indemnify and hold DTR Inc., its employees, offices, donors, volunteers, Rogers-Lowell Area of Commerce and the City of Rogers harmless from all costs, losses, damages or expenses including litigation and attorney's fees, resulting from any loss, injury or damage, real or asserted, to any person or property, arising out of any act of omission of the entrant, their employees, agents or other representatives. Further DTR Inc., their employees, offices, agents, volunteers, the Rogers-Lowell Area Chamber of Commerce, nor the City of Rogers, shall not be held responsible for any loss or damage due to theft, fire, accident or other causes, but will use reasonable care to protect the entrant from such loss.

CONTRACT TERMINATION: DTR Inc. expressly reserves the right to terminate the acceptance of any application hereunder at any time without liability upon the refund of the fee paid herewith. DTR Inc. also reserves the right to cancel any float during the event for non-compliance of the parade rules without a refund.

COMPLIANCE WITH TERMS OF CONTRACT: Float applicants, their representatives, agents and employees will comply with all general rules and regulations prescribed by DTR Inc. The float applicant certifies that this information will be properly and completely communicated to its associates to ensure complete compliance.

RIGHT OF REFUSAL: DTR Inc. reserves the exclusive and discretionary right to decline applications for parade floats in general and in these instances in particular: failure to complete payment in advance, failure to meet deadline for application, failure to provide float description or material deviation from the description provided; non-conformity with the Rogers Christmas Parade desired image or purpose. The Rogers Christmas Parade is a family-oriented event and the presentation of any kind of inappropriate or offensive images or themes are prohibited.

RAIN OUT POLICY: This is a RAIN OR SHINE event! What this means is plan your set up accordingly. The parade will go on unless there is an Official Severe Advisory issued for our location. In the event that happens, we will attempt to plan a backup date. **No refunds for any reason, including inclement weather.**

QUESTIONS? Send an email to Shey Bland at shey@rogerslowell.com