



Oakville Santa Claus Parade 2017 Application Form

Saturday, November 18, 2017
9 a.m. (Rain or Shine)

Theme: Celebrating Canada Through the Decades

ENTRY DEADLINE: Friday, October 27 at 11:59 p.m.

Thank you to our 2017 Parade Gold Sponsors:



Please ensure you complete all necessary sections of this application form.
Incomplete forms will be disqualified.



Application Information

Name of Entry: _____
(Please ensure your entry reflects this year's parade theme: Canadian Christmas through the decades)

Name of Group: _____

Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Email: _____

Category: Commercial Community School Walking

I/we understand that our entry in the Oakville Santa Clause Parade is not be used as an advertising opportunity for my/our company/group, and that our entry must be seen by the parade committee to sufficiently incorporate the parade theme.

I/we understand that parade are not permitted to collect donations of any kind (cash, toys, food, etc.) along the parade route.

1. Please describe how your entry will incorporate this year's parade theme.

2. Characters or Personalities – Please describe any characters and/or personalities that will be on your float/in your group. Who they will be portraying, costumes to be worn, etc.



3. Physical description of float – Please provide as much detail as possible about what your float will look like. We invite you to include sketches and/or drawings below.

Music: Live music Recorded music

Please play only Christmas music. If your plans change, and you incorporate live music, please contact us in order to ensure live music does not interfere with marching bands and animals in the parade.

Animals: No animals Yes animals; type:

All approved entries with animals must ensure animals are leashed and must have a costumed person following behind with pooper-scooper equipment. Vehicles to follow the animals will not be permitted.

4. Float Design – please include sketches and/or drawings here.



5. Media Information Outline – On Parade Day, TVCogeco will film the parade. Please provide us with a 15 second script describing your entry and group. Your content is provided to TVCogeco. Due to TVCogeco’s control over production and editing of the parade, *we cannot guarantee your entry will be showcased on their broadcast.*

To be shared on the parade’s TVCogeco broadcast, please provide a detailed description of:

- Your Parade entry and its theme
- Your group / your organization/business
- Any other information you would like shared with the community during the TVCogeco broadcast.

Failure to complete this section will result in the disqualification of your application.

6. Float vehicle information:

Float vehicle: Flatbed truck Other: _____ (please specify)

Towing vehicle: Flatbed truck Pick-up truck Other: _____

Total Float Size: Length: _____ Height: _____ (Max. height = 14ft)

- I/we understand that any vehicles being driven on the parade route as part of our entry must be driven by a fully licensed (full G class license) and insured driver.

Automobiles (cars) are NOT acceptable as a float entry. Antique automobiles may be considered at the discretion of the Santa Clause Parade Committee.

7. Participant information:

Number of Participants: On Float: _____ Walking: _____

The maximum number of walkers allowed per entry is 30.



8. Signage: Each float/group is permitted two (2) six-foot banners.

Please indicate the text on your banner(s):

Limit two signs per float. All signs must be securely attached to float. Please ensure your signage includes your group name to assist with easy float identification by the media.

9. Recognition of Sponsor(s) – If there are sponsor(s) that have contributed to your float entry (i.e. donated a vehicle for your use) the parade committee will do their best to recognize this sponsorship on the Oakville Santa Clause Parade website. Please provide us with the company name and the nature of their donation.

10. Judging of entries – There are two (2) judging stations situated along the parade route.

- On Lakeshore Road, in Town Square (by the clock).
- On Kerr Street in Heritage Square.

Judging will occur to determine a winner in 7 award categories.

- Best Community Float – float created by a non-profit organization/business
- Best Commercial Float – float created by a for-profit organization/business
- Best School Float – created by publically-funded or not-for-profit school
- Best Walking Group – group that walks the Parade route without a vehicle
- People’s Choice: Favourite Float – selected via online survey
- People’s Choice: Favourite Band – selected via online survey

Grand Prize Winner – Best Overall Float

A monetary prize of \$500 will be awarded to the Best Overall Float.

This award will be determined by the best score overall. The judges will decide tie breakers. All decisions will be final. Charitable groups will be allowed to keep the prize money however; non-charitable groups must donate their prize money to the charity of their choice. In the event of a tie. Each organization will be awarded \$500.

Pictures of all winning entries will be submitted to the Oakville newspapers and will be posted on the Oakville Santa Claus Parade website following the Parade.

Evaluation criteria – Entries will be judged according to the criteria for each category below. Each category is rated out of 5 for an overall score of 20.

- Effort – Adherence to rules, theme, organization and planning.
- Theme – Adherence to chosen theme, effective presentation of theme.



- Appearance and originality – Style, presentation, overall appearance, audience response originality.
- Participation – Engagement of children on float, audience, community spirit, enthusiasm from members of the group.

11. Mandatory Pre-Parade Meeting

A mandatory pre-parade meeting will be held on Wednesday, November 8, 2017 at 6:30 p.m. in the Atrium at Oakville Town Hall (1225 Trafalgar Road).

A designate representing your Parade entry must attend this meeting. New and returning entries must arrange for a representative to attend the meeting. Failure to attend this meeting will result in your entry being disqualified. No exceptions.

At this meeting all Parade entries will receive their Final Information Package which includes information about Parade line-up, new initiatives, and access and disbursement areas.

Participant regulations, terms and conditions

In signing and returning this application form, all parties understand and agree to the following participant regulations, term and conditions.

All participants

- A designate representing your Parade entry must attend the mandatory pre-parade meeting on November 8 at 7 p.m. New and returning entries must arrange for a representative to attend the meeting. Failure to attend this meeting will result in your entry being disqualified. No exceptions.
- All entries (floats, walkers, etc.) must incorporate the parade theme into their music, float, design and/or costumes.
- All entries must be family-friendly and entertaining to a family audience, primarily made up of children.
- All entries must complete the Media Information Outline included above.
- No participants in the parade shall consume, nor give the impression of consuming, alcoholic beverages during the parade
- The parade is a smoke-free environment. Smoking during the parade is prohibited.



- Any entry may be refused entrance into the parade at any time, should the entry not meet parade guidelines or differ from its approved entry form.
- Insurance Coverage – The Town of Oakville and the Santa Claus Parade have arranged, at its cost, insurance coverage for the Parade participants and their entries under the Town of Oakville’s Liability Insurance Policy. It is strongly recommended that your group arranges its own insurance for a minimum of \$2 million commercial general liability coverage.
- Photo Permission – We hereby grant the Oakville Santa Claus Parade Committee and the Town of Oakville the right and permission to use any and all pictures and film footage of our group/entry/float for the purpose of promoting the Oakville Santa Clause Parade.
- No Santa Claus or Mrs. Claus replica may be a part of any entry other than the Official Santa Claus Parade Float.
- The Ministry of Transportation and CAA support the evidence that distracted driving is on the rise. The Oakville Santa Claus Parade kindly requests that if you are driving a motorized vehicle in the parade, that you turn off your device for the duration of the parade. With walkers, vehicles, animals, and parade viewers, sharing the Lakeshore/Kerr Parade route, it is critical drivers remain focused at all times.

Floats

- All floats must incorporate the Parade theme.
- All floats carrying passengers are requires to be constructed with safety railings around the perimeter of the float or all float passengers must be seated at all times while the vehicle in on the Parade route. Walkers must remain a minimum of five (5) feet away from the float at all times.
- Automobiles (cars) are NOT acceptable as a float entry. Antique automobiles may be considered at the discretion of the Santa Clause Parade Committee.
- Limit 2 signs per float. All signs must be securely attached to float. Please ensure your signage includes your group name to assist with easy float identification by the media. Any acknowledgments should be in smaller lettering below the group name.
- Floats with generators or other possible fire hazards must provide suitable fire extinguishing equipment on the float



- No entry shall exceed 14 feet in height.
- Handouts and give-a-ways are strongly discouraged.
- No entry will distribute literature, pamphlets, leaflets, brochures, flyers, or any other written or printed advertising to spectators.
- For safety reasons, candy can be distributed from street level only.
- No items, including candy, may be thrown from or by any float or entry.
- Participants must ride on the inside of the float. No one is to sit on the edge of the float trailers with their feet dangling over the side. It is strongly recommended that children be securely seated and supervised on the floats.
- There will be no premature exiting of the Parade route.

Walkers

- Minimum age for walkers is 10 years.
- The maximum number of walkers allowed per entry is 30.
- Please ensure that you keep up with your group. Small children should be encouraged to ride on a float instead of walking.
- Walking groups shall not have a van or other vehicle following its walkers, including animal groups.
- Walking groups should wear costumes that reflect the Parade theme.



Payment

Fee:

- Commercial entry
Business, 'for-profit' organizations or education institutes
\$150 Fee

- Community entry
Community group, school, non-profit organization, charity
\$50 Fee

Payment type:

- Cheque payment – Please make cheques payable to the Town of Oakville, 1225 Trafalgar Road, Oakville ON, L6H 0H3.

Credit card: Please contact Heather Salema, Events Coordinator with the Town of Oakville to make payment: 905-845-6601 x 3873

Final Check List:

- All sections of the application form completed (incomplete entries will not be considered).
- Entry incorporates the Parade theme *Celebrating Canada through the decades*
- Regulations reviewed.
- Application form is legible and signed.
- Copy of application form retained by group/organization.
- Payment included, or cheque mailed.
- Application form submitted before October 29 deadline.



Acknowledgement

The undersigned agrees that, I/we have completed the Application Form and acknowledge that I/we have read and understand the Parade participant regulations, terms and conditions, and hereby agree to abide by them.

I/we agree that neither the Town of Oakville, Santa Claus Parade Committee nor any agent, employer or volunteer of either assumes any responsibility for any personal injury or property damage suffered in connection with the Parade howsoever (including negligence and excepting only willful misconduct) and agree to release and hold harmless such parties from any such claims for injury or damage.

Signature

Contact Name: _____

Contact Signature: _____

Date: _____

Name of Group: _____