



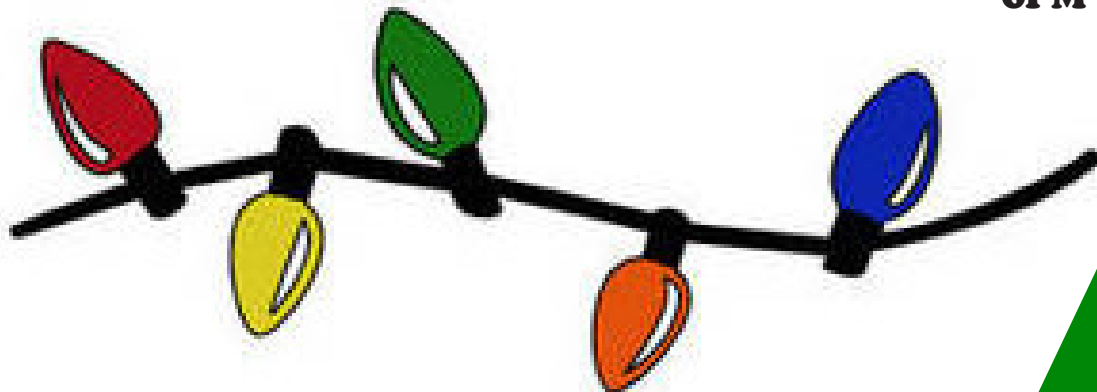
Northern Lights Holiday Parade



Theme:
**Bright Lights on a
Winter Night**

Location:
**Historic Downtown
Flagstaff**

Time:
**Saturday,
December 10, 2011
6PM**





The 2011 Northern Lights Holiday Parade



The Flagstaff Chamber of Commerce is gearing up for another holiday event and invites your business or organization to be part of the fun. In order to maintain the quality and success of our annual parade, it will be limited to 60 entries, on a first come basis. *Deadline to enter is Friday, November 25, 2011.* Please note, the parade lineup is determined by a variety of factors, not by the order of application receipt. To enter the parade please fill out both sides of the application thoroughly, including reading and signing the liability waiver, and return promptly with your \$50 entry fee (must be submitted with the application). Please read the “Rules and Guidelines” below. **Parade participants MUST pick up a pre-parade packet with staging information at the pre-parade meeting on Friday, December 9 at 8:00 AM at American Legion.**



Judging



All parade entries are reviewed by a panel of judges who will rate each entry based on the best use of lights and best overall presentation of theme. A total of three cash awards will be given: Best in Show (\$250), 1st Runner Up (\$200), and 2nd Runner Up (\$100). Trophies will be award to Best Float, Best Non-Float Motorized Vehicle, Best Walking Musical Entry, and Best Non-Musical Walking Entry.



The Rules and Guidelines



1. NO ENTRY IS PERMITTED TO INCLUDE A LIVE SANTA CLAUS. The official Santa Claus is reserved for the Title Sponsor Parade Entry.
2. Parade participants MUST pick up a pre-parade packet with staging information at the pre-parade meeting on Friday, December 9.
3. NOTHING IS TO BE THROWN FROM THE ENTRY. Items may be handed out by marchers walking next to the crowd.
4. All entries must be at their staging area at 5:00 PM. Parade begins promptly at 6:00PM.
5. Staging occurs in residential areas. PLEASE be respectful of private property.
6. All floats for each entry MUST have a minimum of one 2A10BC-type fire extinguisher (Fire Department requirement).
7. All floats are subject to inspection by the Flagstaff Fire or Police Departments. Entries deemed unsafe cannot participate.
8. All entries with animals MUST provide their own pooper-scooper to follow their entry. Keep in mind weather could be harsh.
9. Portable generators/compressors used on float should be securely mounted. A 12-inch or more clearance must separate any part of generator/compressor from combustible fabrication material. All fumes should be exhausted away from float. Do not attach lights near generator. Carry extra gasoline away from float.
10. All entries & participants MUST have some form of lighting. Although there is no minimum requirement, the following number of lights is SUGGESTED for visual effect: float (2000); person or animal on float (120); person in performance group (120); animals (owner’s discretion).
11. Entry decorations may follow religious, holiday, or seasonal themes.
12. Please have ALL participants dress appropriately and warmly for a cold and possibly snowy evening.
13. The uses of music, caroling or appropriate holiday effects are encouraged.
14. All entries are limited to ONE float/flat bed/commercial sized truck OR three standard sized vehicles.
15. The parade route will be lit by normal street lighting and business signs.
16. FLOATS CANNOT BE MORE THAN 13 FEET HIGH OR 8 FEET WIDE.
17. All float material must be flame retardant.
18. Forms of electricity which can be used for lighting are: gas generators, individual dry cell battery packs, car batteries converted to AC, glow sticks and flash lights.
19. All wiring must be properly secured (use “U” nails) to prevent mechanical damage and injury to float riders. For best visual effectiveness and impact, use lights with green wiring. Use heavy duty extension cords that will no overheat.
20. All connections must be made with U.L. approved electrical boxes or devices.
21. **In case of extremely inclement weather, the parade could be cancelled or rescheduled. A telephone call to the contact person listed in your parade application will be made on Dec. 10 if extreme weather conditions prohibit moving on with the event. That person is responsible for informing all others associated with that entry.**



THE 2011 NORTHERN LIGHTS HOLIDAY PARADE
PRESENTED BY
THE FLAGSTAFF CHAMBER OF COMMERCE
APPLICATION FORM

Business/Organization Name: _____
 Float Theme: _____ Main Contact Person: _____
 Street Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Number of People in Group: _____ Number & Type of Vehicles in Group*: _____

Check all that apply to your entry*:

- Music/Loud Noises Antique Vehicles Children Elderly/Disabled Participants
 Dogs** Horses** Other Animals** _____

Entry Description: _____

Special Requests: _____

For emcee announcements please include any significant business/organization facts such as years in operation, how many members or employees, awards or recognition received and/or any community service or events your organization holds, etc. PLEASE include an additional piece of paper with this information. Or email tchangose@flagstaffchamber.com and reference your business or organization name.

*All entries are limited to ONE float, flat-bed or commercial sized vehicle OR THREE standard sized vehicles
 **All entries with animals MUST provide their own pooper scooper.

 **LIABILITY WAIVER** 

In consideration of your permitting me and my group to participate in the Northern Lights Holiday Parade, presented by The Flagstaff Chamber of Commerce, on Saturday, December 10, 2011; I hereby for myself, my heirs, executors, administrators or anyone else who might claim on my behalf, covenant not to sue, and waive, release and discharge the Flagstaff Chamber of Commerce, its members, volunteers, parade officials and any sponsoring body, their successors and assigns from any and all claims or cause of actions I may have for all personal injuries or property damages caused by or arising out of the Northern Lights Holiday Parade and its related activities. It is understood that I am signing on behalf of **every individual** who becomes a part of this entry and that the above waiver of liability applies to each individual in our entry.

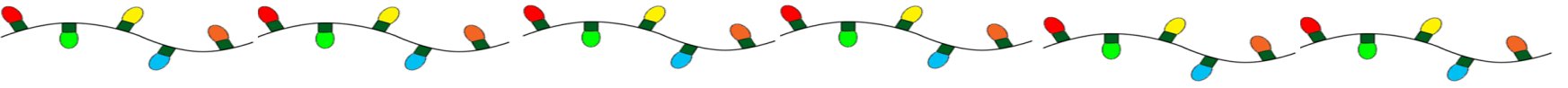
RESPONSIBLE ENTRY SIGNATURE REQUIRED:

I have read the above and agree to the guidelines set forth by the parade officials and understand the conditions of the waiver of liability.

Signature: _____ Date: _____

Print Name: _____ **(Please Send Both Sides) Application Page 1 of 2**





SPONSORSHIP OPPORTUNITIES

The Flagstaff Chamber of Commerce Northern Lights Holiday Parade has become a mainstay in our community and a much anticipated holiday event. To provide your business or organization an even greater opportunity for exposure, we are offering Premium Sponsorships including: Main Stage Sponsors and Block Sponsors.

The Main Stage Sponsors will be located in Heritage Square. This area will be the hub of emcee announcements describing each float or entry as the parade proceeds East on Aspen. Our emcee will also mention each Main Stage Sponsor during the event. Refer to the Main Stage Sponsor package listed below.

We are also offering 2 Block Sponsors located at the corners of Beaver & Birch and San Francisco & Birch. These locations will be staffed with an emcee announcing parade entries and sponsors as well. Refer to the Block Sponsor package listed below.

As a **MAIN STAGE SPONSOR** you will receive: (3 available)

- ❄️ Your business's or organization's \$50 parade entry fee is waived with sponsorship
- ❄️ Logo on Main Stage Sponsor Banner located in Heritage Square
- ❄️ Sponsor mentions by Main Stage Emcee a minimum of 8x during parade
- ❄️ Logo and sponsor recognition on event programs distributed prior to parade
- ❄️ Sponsor recognition on Flagstaff Chamber of Commerce website and newsletter

❄️ **MAIN STAGE SPONSOR INVESTMENT: \$500** ❄️

As a **BLOCK SPONSOR** you will receive: (2 available)

- ❄️ Your business's or organization's \$50 parade entry fee is waived with sponsorship
- ❄️ Logo on Block Sponsor Banner
- ❄️ Sponsor mentions by Block Sponsor Emcee a minimum of 8x during parade
- ❄️ Logo and sponsor recognition on event programs distributed prior to parade
- ❄️ Sponsor recognition on Flagstaff Chamber of Commerce website and newsletter

❄️ **BLOCK SPONSOR INVESTMENT: \$300** ❄️

PAYMENT OPTIONS

PARADE ENTRY FEE: \$50 PLEASE MARK PAYMENT OPTION BELOW.

- Cash Check Visa Mastercard Discover

Card Number: _____ Expiration: _____

Signature: _____

Please fax **both sides** of this application and payments made by credit card to the Chamber at fax number: (928) 779-1209

Or mail application and payment to:

Northern Lights Holiday Parade
c/o Flagstaff Chamber of Commerce
101 W. Route 66
Flagstaff, AZ 86001

(Please make checks out to the Flagstaff Chamber of Commerce)

Questions? Tatum Changose at 774-4505.

(Please Send Both Sides) Application Page 2 of 2

