



Christmas Parade Float Guidelines & Application

Application deadline: 11.18.22

The Rogers Christmas Parade is a City of Rogers event coordinated by Rotary Club of Downtown Rogers and Rotary Club of Rogers (collectively Rotary Clubs of Rogers). Rotary Clubs of Rogers 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 2022

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 must be submitted with a completed Parade Application **by November 18th, 2021** to City of Rogers Administration, located at 301 W. Chestnut St. Rogers, AR 72756, or online at www.rogersar.gov.

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 fees are payable to The Rotary Club of Downtown Rogers, located at 303 N. 3rd 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 directly to Rotary Clubs of Rogers at RogersChristmasParade@gmail.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 City of Rogers Administration.

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 Rotary Clubs of Rogers with questions to then communicate back to their parade team.

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.

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 2nd 5pm starting on 5th Street at Poplar and continuing South to Olrich Street. Rotary Clubs of Rogers will be there to assist with line up and getting groups folded in. Your Team Leader will receive your number for the lineup via email before November 28th. The higher your number, the further south on 5th Street your spot will be. The parade will start moving East onto Poplar Street at 7pm.

ENTRY DESIGN AND PRESENTATION: All entries must adhere to their application description, be entertaining to all ages, and be decorated in a festive and fun style in keeping with the holiday theme. This year's theme is "Imagine Rogers: Past, Present, and Future". **Vehicles without any holiday themed decorations with not be allowed.** Signage designating the name of the group should be on both sides of the 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 the 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.

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 are received, you will be promptly notified via email of your acceptance or rejection. Applications will be evaluated by Rotary Clubs of Rogers, in its sole discretion, based upon past experience, float diversity, appropriateness to the event identity, and application request date, with preference given to locals, Rotary Clubs of Rogers 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 Rotary Clubs of Rogers, its employees, offices, donors, volunteers, 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 Rotary Clubs of Rogers, their employees, officers, agents, volunteers, nor the City of Rogers, its employees, officers, agents, and volunteers, shall not be held responsible for any loss or damage due to theft, fire, accident or other causes.

CONTRACT TERMINATION: Rotary Clubs of Rogers 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. Rotary Clubs of Rogers 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 Rotary Clubs of Rogers. The float applicant certifies that this information will be properly and completely communicated to its associates to ensure complete compliance.

RIGHT OF REFUSAL: Rotary Clubs of Rogers 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.**

Please complete the following application in full in order to be considered for the 2022 Rogers Christmas Parade.



2022 Christmas Parade Float Application

Application deadline: 11.18.22

This form serves as your contract. Please make sure to carefully read the terms of the contract outlined in the Rogers Christmas Parade Guidelines before signing.

Team Leader Information

Group Name: _____

Team Leader: _____

Phone: _____ Email: _____

Float Driver: _____ DL# _____

Entry Length Specifications

Entry per 100ft	_____ @	\$35 =	\$ _____
Additional 50ft	_____ @	\$10 =	\$ _____
		Total =	\$ _____

Float Description

Type of Entry ___ Float ___ Band ___ Walking Group ___ Single Car

Please provide a general description of float and decorations:

Will you be handing out anything to the parade spectators? Yes ___ No ___

If yes, what will you be handing out?

Please provide estimated length of your parade entry: _____

How many walkers will there be accompanying your group, please include the 4 mandatory safety walkers? _____

Will your entry be playing music? _____

ALL DRIVERS MUST INCLUDE COPY OF DRIVER'S LICENSE AND VEHICLE INSURANCE.

****Please email a copy of the above documents to kricker@rogersar.gov or mail them to:**

**City of Rogers Administration
Attn: Kay Ricker
301 W. Chestnut St.
Rogers, AR 72756**

I have read and understand the Terms of Application and agree to abide by them: ____ Yes ____ No

I've read the Parade Guidelines and I will follow them: ____ Yes ____ No

I also understand there is no guarantee I'll be accepted: ____ Yes ____ No

By submitting this application you agree to all guidelines set forth by Rotary Clubs of Rogers.

Printed Name: _____

Signature: _____

Date: _____

QUESTIONS? Send an email to Kerry Jensen at RogersChristmasParade@gmail.com