



2018 APPLICATION PACKAGE

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2018 GUELPH COMMUNITY SANTA PARADE

SUNDAY NOVEMBER 18TH



To ensure that our parade is the best it can be, please keep in mind that we seek entries that:

- Are colourful, entertaining and display community achievement and pride;
- Promote worthy causes in a creative, crowd-pleasing way;
- Exemplify the cultural diversity of the region;
- Present an attractive, cohesive, coordinated group appearance.

Please read through the Rules and Regulations before completing your application form. These are not intended to put you off ! Safety is paramount, as is entertaining the crowds.

May we remind you that **there is only one Santa** and draw your attention to the following points:

1. Entries (whether for profit or not) are only permitted to use their branding on the 6' x 2' banner that leads their entry (or attached to their entry if no lead banner is used). No logos of any other kind are permitted to appear on their entry. Schools and sports teams are excluded from this rule.
2. There is an entry fee. Unlike sponsorship monies which go towards funding the general running costs of the parade, entry fees will go directly to the Parade Improvement Fund. Participants are able to apply for monies from this fund to develop and improve their entry. Preference will be given to non-profit organisations.
3. There are strict age limits – **all parade participants must be at least 9 years of age** – NO EXCEPTIONS. Younger children are encouraged to help build the parade entry and watch it go by from the safety of the sidelines.
4. Costumes are mandatory and must be thematic. A Santa hat is not enough ! [Party Corner](#), a local costume rental store with excellent costumes is offering a 25% discount on selected costumes to parade participants. Or you can make your own.
5. Walking entries will walk in formation. It's easier than it sounds, we promise ☺

Our vision is to ensure the safety of all involved, and to entertain and delight the thousands of people who line the streets of Guelph for this fun event. We are grateful to all entrants who endeavor to do the same.

If you have any questions, please do not hesitate to contact Sam Jewell directly.

Best wishes,

Sam Jewell, Events Coordinator,
Downtown Guelph Business Association

Dave Thompson, Parade Chair

2018 GUELPH COMMUNITY SANTA PARADE

SUNDAY NOVEMBER 18TH



INFORMATION, RULES AND REGULATIONS

Your Safety is Our Priority

APPLICATION CLOSING DATE: The Guelph Community Santa Claus Parade Committee must receive all applications with full description by **Friday October 19th, 2018** and applications will not be accepted after this date. Successful applicants must then provide a suitable Certificate of Insurance.

INSURANCE: All entries approved for the Guelph Community Santa Claus Parade MUST provide a Certificate of Insurance as evidence that insurance is maintained for your entry and all your entry's participants. This includes: (1) Comprehensive General Liability (CGL) insurance with a minimum limit of \$2,000,000 for each occurrence and (2) if vehicles are used in your entry, Automobile Liability Insurance with a minimum of \$2,000,000. **Your certificate of insurance must be provided by Monday November 5th, 2018.** Your insurance must name the **Downtown Guelph Business Association, the Guelph Community Santa Claus Parade and the City of Guelph** as "additional insured".

SAFETY: All participants are responsible for ensuring that the design and operation of their entry is safe and reliable.

HANDOUTS: Except for candy canes or other small candies, all entries are prohibited from throwing or otherwise distributing materials along the Parade route, before, during or at the conclusion of the Guelph Community Santa Claus Parade.

AUTOMOBILES: these are not permitted as an entry. Should you wish to provide an antique automobile for parade committee consideration please contact santa@downtownguelph.com.

SANTA: There is only one santa.

SPONSORSHIP: Recognition of commercial sponsors is through the DGBA's own parade sponsorship agreements. Please contact Sam Jewell for more information.

COMMERCIALISM: Entries are only permitted to use their branding on the 6' x 2' banner that leads their entry (or attached to their entry if no lead banner is used). No logos of any other kind are permitted to appear on their entry. Schools and sports teams are excluded from this rule. The Guelph Community Santa Claus Parade Committee reserves the right to reject entries on parade day that do not adhere to this rule.

FINAL DECISION: The Guelph Community Santa Claus Parade Committee will make the final decision on the acceptance or rejection of all entry applications and may limit the number of entries in one category.

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INFORMATION, RULES AND REGULATIONS

Your Safety is Our Priority

These rules apply to ALL entries

1. Your completed signed and/or electronically submitted Application Form is your ACCEPTANCE, on behalf of your entry and all your entry's participants, of all Guelph Community Santa Claus Parade Rules and Regulations.
2. The Guelph Community Santa Claus Parade assumes no responsibility in connection with, and makes no representation as to safety of any parade entry, in whole or in part, solely by reason of compliance with Guelph Community Santa Claus Parade Rules and Regulations.
3. The ultimate responsibility for safety lies with each individual entry. Entries must comply with all Guelph Community Santa Claus Parade Rules and Regulations as well as comply with all Government Regulations, safety codes, manufacturer's recommendations and similar standards.
4. On parade day, all entries must be in possession of their 'Letter of Acceptance' issued by the Guelph Community Santa Claus Parade Committee.
5. The Guelph Community Santa Claus Parade Committee determines the location of all entries in the parade and the entry must maintain that position throughout the parade unless otherwise directed by a Guelph Community Santa Claus Parade Official.
6. All entries including personnel must be in position by 1.15pm on parade day.
7. **Guelph Community Santa Claus Parade Officials will reject any entry on parade day that does not meet the regulations or conform to the description on their Parade Application.** Exceptions are only made to those who arrive better in appearance than their description.
8. **Parade participants must be 9 years of age or older.** Younger participants will be ejected from the parade – please don't make us do this.
9. Parade Pace: All entries (including walkers, mascots, marching bands, dancers) must be willing and sufficiently physically fit to maintain both the parade pace (approximately 3kph = 165ft/min) and maintain safe distance between entries (approximately 15m=50ft). Entries unable or refusing to maintain parade walking pace and/or spacing (as Guelph Community Santa Claus Parade officials direct) may be removed from the parade route.
10. **All participants within an entry must be an integral part of the entry and be fully dressed/costumed to match the entry.**
11. All instructions of Guelph Community Santa Claus Parade Officials must be obeyed. Failure to do so will result in removal from the parade and may jeopardise participation in future Guelph Community Santa Claus Parades. SAFETY is our first priority.

2018 GUELPH COMMUNITY SANTA PARADE

SUNDAY NOVEMBER 18TH



INFORMATION, RULES AND REGULATIONS

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12. The Guelph Community Santa Claus Parade reserve the right to remove any entry, at any time, whether as a result of safety concerns, interference with the parade's progress or any other reason that parade officials deem appropriate.
13. The Guelph Community Santa Claus Parade has a **ZERO TOLERANCE** policy for those choosing to abuse our volunteers or our entries. Please promptly report violators to Parade Officials on route (or afterwards to the Parade Committee).
14. Inappropriate music (profanity/swearing/degrading etc.) or attire unsuitable for viewing by our family audience is not acceptable. The firing of a firearm is not permitted (live or blank).
15. **All entries are prohibited from throwing or otherwise distributing candies and/or materials along the Parade route, before, during or at the conclusion of the Guelph Community Santa Claus Parade.**
16. The use of noisemakers or band practice is forbidden near animals.
17. All sound systems must have the prior approval of the Guelph Community Santa Claus Parade Committee.
18. All decorative materials must be fire retardant. The use of open flames on any entry is strongly discouraged.
19. All motorized tow units and self-propelled floats **MUST** have a valid 10lbs ABC Dry Chemical fire extinguisher minimum. Where secondary control areas are incorporated into the float design, an additional Dry Chemical fire extinguisher (10lb ABC Dry Chemical minimum) **MUST** be located in this area. ALL fire extinguishers must be readily accessible to float operators. Operators should be familiar with the proper operation of the fire extinguishers.
20. Fuel tanks should be topped up just prior to the parade. Containers **MUST NOT** be carried on any parade entry.
21. All vehicles must be in good mechanical condition and properly serviced prior to the parade. Special attention must be paid to cooling systems, exhaust systems, brakes, steering and tires.
22. Provision for emergency towing must be available on all motorized units (e.g. tow hook, tow chain or other such device).
23. Hitches on tow vehicles, wagons and carriages must be in good repair and equipped with safety chains.
24. Drivers and other persons on all entries must have a means of **RAPID** escape in an emergency.

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25. **ALCOHOLIC BEVERAGES AND PROHIBITED DRUGS ARE FORBIDDEN.** Participants whom Guelph Community Santa Claus Parade officials believe have consumed alcohol or prohibited drugs prior to or during the parade will be ejected from the parade.
26. For safety reasons, participants shall not mount/dismount from entries unless the entry has come to a complete stop.
27. **PERFORMING FOR MEDIA:** Entries must not slow from the parade pace along the 'on-camera' areas nor stop for media interviews.
28. The use of handheld communication devices are not acceptable while on route or during the parade operations. Safe operations of our entries are very important to the safety of you and everyone around you. The parade is held for the spectators along the parade route and TV audiences who all look forward to your attention and enthusiasm.

2018 GUELPH COMMUNITY SANTA PARADE

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INFORMATION, RULES AND REGULATIONS

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SPECIAL REGULATIONS FOR FLOATS

1. The Parade Committee encourages entrants to decorate their vehicle as much as possible. However, decorations must not impede the safe operation of the vehicle.
2. All self-propelled and towing units must be equipped with an operational braking system capable of stopping the unit in an emergency. Towing units must have sufficient power to pull the unit around the parade route.
3. Towing vehicles and self-propelled units must be in good mechanical condition and properly serviced prior to the parade with special attention to cooling systems, brakes, steering and tires.
4. Drivers require a clear 180-degree field of vision to the front – or said entry requires a walker just off of each front corner.
5. Exhaust pipes must extend well beyond the decorations and must be vented to the side of the unit to ensure proper ventilation for the driver and following entries. Auxiliary generators, if not exhausted to the side, should be mounted in a ventilated container at the rear of the float.
6. In addition to the standard provision for emergency towing (e.g. tow hook, tow chain or other such device) all floats must be equipped with a suitable and quickly accessible connect point for a tow strap hook up (both motorised and horse drawn units). Your key contact must be able to immediately point out the towing point on your entry. A centrally located hard point at the front of each float is recommended. Entries without such provisions for tow straps will not be towed down the route under any circumstances.
7. Maximum Entry Dimensions:
 - **Height:** 12' maximum height above the ground.
 - **Length:** 48' maximum single piece length, exclusive of articulated towing unit.
 - **Ground Clearance:** The frame must be high enough off the ground to clear surfaces and obstacles (e.g. not less than 6" off the ground **when fully decorated and loaded**).
 - **Width:** For movement to the staging area, entries must comply with Provincial Regulations (2.6m or 8' 6") unless the entrant arranges special permits/permission well in advance.
8. Containers of fuel **MUST NOT** be carried on entries. Fuel tanks must be topped off just prior to the parade. Fuel tanks must be securely fastened, located well away from exhaust pipes, generators and must be equipped with an approved cap.

2018 GUELPH COMMUNITY SANTA PARADE

SUNDAY NOVEMBER 18TH



INFORMATION, RULES AND REGULATIONS

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SPECIAL REGULATIONS FOR WALKING/WHEELCHAIR ENTRIES

1. All entries must be willing and sufficiently physically fit to maintain both the parade pace (approximately 3kph = 165ft/min) and maintain safe distance between entries (approximately 15m=50ft). Entries unable or refusing to maintain parade walking pace and/or spacing (as Guelph Community Santa Claus Parade officials direct) may be removed from the parade route.
2. Entries are permitted one banner except where more than one business/organisation is responsible for the entry, held by participants, ahead of the entry or on display on the side of the entry. Banner holders will be responsible for maintaining the safe distance between entries (approximately 15m=50ft).
3. Each banner must not be more than 6' x 2".
4. **Parade participants must be 9 years of age or older.** Younger participants will be ejected from the parade – please don't make us do this.
5. All walkers/wheelchair users, excluding sport's teams, **must be in costume.** A santa hat is not enough ! You can make and/or source your own costumes, or you can refer to our Preferred Suppliers List for details of a local costume supplier offering discounts to parade participants.
6. Sport's teams are permitted to wear their team uniform and be consistent in it's colour. All participants will be expected to wear the uniform with **no exceptions.**
7. All walking/wheelchair entries must be themed i.e all elves, all clowns, all Superheroes etc. A Christmas theme is desirable but not necessary. Entertaining the crowds is the ultimate goal.
8. Walking/wheelchair entries must form rows of at least 3 and a maximum of 5 people. Where possible, the key contact will lead each formation.
9. All parade participants are expected to interact with the crowd at all times. Waving, high fives and shouting greetings makes for a very happy and entertained audience.



2018 Guelph Community Santa Claus Parade, Sunday November 18th

ENTRY DESCRIPTION AND MEDIA SHEET

The information you provide will help build the story associated with your entry and aid the Committee in the selection process. The information will be used to support each entry's application bid and will be distributed to local and national media for commentary. It may also be used by the Guelph Community Santa Claus Parade for various marketing campaigns

IMPORTANT: Responses to the questions below **MUST** accompany your application.

Entry Name (please print) _____

City/Town Entry is from (please print) _____

***Detailed* Description of Entry** (include details of costumes) _____

1. Entry Theme / Message _____

2. Builder(s) of Entry _____

3. Does your entry exhibit any type of innovation or special features ? _____



4. How will your entry engage the crowd ? _____

5. Does your Entry have any environmental features ? _____

6. How many people did it take to develop/construct your Entry ? _____

8. What is unique about you/your group ? _____

9. What are the core values behind your entry ? _____

10. How many times have you been in the Guelph Community Santa Parade ?

First time Other (please specify) _____

11. Prizes awarded for previous parades _____

12. History of Group/Entry _____



2018 Guelph Community Santa Claus Parade, Sunday November 18th APPLICATION FORM

All applications must be completed in full and received by **FRIDAY OCTOBER 19th, 2018.**

Name of Entry (please print) _____

Key Contact (this person will receive all Parade communication related to this entry. It is their responsibility to ensure every person associated with this entry is aware of and abides by this Application. The key contact must be with the group on Parade Day. In addition the entry must meet all the requirements of the Parade Committee Rules & Regulations).

Name _____

Address _____

Phone _____ Cell _____

Email (Primary method of communication) _____

ENTRY DETAILS

1. Category (please select one) :

Corporate Entry @ \$250
(more than 25 employees)

Business Entry @ \$150
(no more than 25 employees)

Non Profit Entry @ \$50
(associations organised for educational, patriotic, civic, professional, commercial, industrial, charitable or benevolent purposes)

Artist @\$50
(amateur or professional artists or builders)

Antique vehicles @ \$50

Mounted Groups @ \$100
(Groups of riders with matched horses)

Additional vehicles @ \$100
Number of additional vehicles _____

Please make cheques payable to the Downtown Guelph Business Association. Monies will only be deposited if your application is successful. Monies will be returned to rejected applicants. All entry fees will go directly to the Parade Improvement Fund.

2. Type of sound system: None Recorded Music Live Performance Sound Effects

3. Floats: Self Propelled Towed

Type of towing unit: _____ (Tow vehicles must be completely concealed)

Total Length (Max. 48' exclusive of articulated towing unit) _____

Height (max 13' 6"ft) _____ Width (Max. 14' 6") _____ (please see rules)

4. Walking Entries

Total number of walkers in entry _____

5. Mounted and Horse Drawn Applicants:

Number of horses _____ Length of wagon/float (if applicable) _____

Height (max 13' 5"ft) _____ Width (Max. 14' 6") _____ (please see rules)

6. We are interested in learning how to apply for a grant from the Parade Improvement Fund YES NO
(Entrants do not automatically qualify for a grant and you will be contacted directly by parade organisers to discuss).

7. We will be distributing candy canes, or other small candies, along the route YES NO
(Except for candy canes or other small candies, all entries are prohibited from throwing or otherwise distributing materials along the Parade route, before, during or at the conclusion of the Guelph Community Santa Claus Parade).

INSURANCE REQUIREMENTS:

All entries shall maintain a minimum limit of general liability insurance of \$2,000,000 insuring the Entry and all your Entry's Participants covering the entire November 18th, 2018 Parade Set up and Parade period. Your insurance policy must specifically name the **Downtown Guelph Business Association, the Guelph Community Santa Claus Parade** and the **City of Guelph** as "**additional insured**". An acceptable Certificate of Insurance must be provided to the Downtown Guelph Business Association **NO LATER than November 5th , 2018**. Entries that have not submitted an acceptable Certificate of Insurance **WILL NOT** be allowed to participate in the Parade and an alternative entry may be selected.

PLEASE READ CAREFULLY BEFORE SIGNING:

On behalf of the Firm/Organisation/Individuals noted above and all persons in the Entry described above, I the undersigned, have been given the authority to sign on behalf of the Entry and all persons directly and indirectly related to the Entry. I have read and agree to comply with the rules and regulations of the Guelph Community Santa Claus Parade, 2018 Parade Rules and Regulations and all directions of Parade officials. I further agree that neither the Guelph Community Santa Claus Parade, the Downtown Guelph Business Association or the City of Guelph nor any of their directors, officers, volunteers, agents, employees, committees or contractors will be liable for any injury to any persons and/or damage to any property suffered in connection with the Parade and all related activities, including but not limited to Parade set-up, on-route operations and Parade dispersal, howsoever caused and I agree to indemnify, release and hold harmless each of them from any and all claims for injury and damage. I further grant the Guelph Community Santa Claus Parade and its legal representatives and assignees the irrevocable and unrestricted rights to use and publish photographs or video of this Entry and the Entry's participants, or person's accompanying it, for the editorial trade, advertising and any other purpose and in any manner or medium. I hereby release the Guelph Community Santa Claus Parade, the Downtown Guelph Business Association and their legal representatives and assignees from all claims and liability relating to said photography and/or other video imaging processes.

I further undertake to provide all persons directly or indirectly related to this Entry with a copy of this signed Application Form and the Guelph Community Santa Claus Parade 2018 Parade Rules and Regulations.

SUBMITTING YOUR APPLICATION:

Read the attached Rules and Regulations, then complete, sign and submit this Application Form, and submit either:

By email to : santa@downtownguelph.com

Or fax to : 519 767 0698

Or mail to :

Guelph Community Santa Claus Parade
c/o Downtown Guelph Business Association
202-42 Wyndham St. N.
Guelph, Ontario, N1H 4E6.

APPLICATION CHECKLIST

- Application form is complete
- Application form is signed
- Cheque for Entry Fee is enclosed
- Entry Description and Media Sheet is complete
- Certificate of Insurance
- You have read and accepted the Rules and Regulations

Signature

Date

Please Print Your Full Name

Please note : Your application form does not guarantee acceptance into the Guelph Community Santa Claus Parade. The key contact listed above will be contacted and receive either conditional acceptance or an unsuccessful application letter in relation to the Parade Committee decision.

Complete and informative applications will assist the Parade Committee in making their final decision.