



2026 Participant Guide



Welcome to the Barrie Chamber, Santa Claus Parade. The Chamber has been hosting the Santa Claus Parade since 1949. Where the Barrie business community comes out to spread holiday cheer across the City of Barrie and beyond! We appreciate the time and effort you have made to bring the vision of your float to life. Please join us in following the requirements below to ensure a fun and safe parade for everyone involved.

The theme for 2026 is: To Be Announced

The theme is set each year so that the parade has a cohesive look and feel. As a night parade, lights & music add to the magic! We're hoping everyone will go all out. The more, the merrier! All floats must adhere to the theme.

Don't forget the music!

Music gets everyone moving! We ask that everyone submit their playlist 2 weeks prior to the parade. We suggest upbeat, holiday music that everyone will enjoy. All music must be rated for "General Audiences". Harsh or foul language will not be tolerated.

Participants must provide their own public liability and property damage insurance.

The Barrie Chamber of Commerce and the City of Barrie is not liable for any public damage or liability of any kind. Certificates of insurance must name the Barrie Chamber of Commerce and the City of Barrie as additionally insured.

Float Contest

The Barrie Chamber of Commerce is happy to provide a float contest for bragging rights! Judging will be carried out onsite in the Marshalling Area, reviewing the following criteria:

- Quality of overall float construction
- Conformity to the theme
- Spirit & Enthusiasm of participants
- Creativity with Lights & Music

The judges will review your float during auditing - be ready!



Construction Hints:

You may construct your float using a trailer of any length, to best construct your vision!

Please keep in mind safety at all times:

- **Break lights must be visible.**
 - It is best to use lumber dimensions of 1" x 2", 2" x 2", or 2" x 4"; the lighter the better.
 - Use 5/8" plywood for areas where people will walk or stand, or where your design calls for a substantial addition.
- Get creative with cardboard, pressed paper material, chicken wire or styrofoam to bring your idea to life!
 - Keep in mind that the parade will go rain or shine! So all materials should be waterproof and weather resistant.
 - You are only limited by your imagination.
 - Premade garland or other holiday decorations can add a frugal, easy and festive touch to trim.
 - Consider using paint, burlap, fiberglass or urethane to cover the float. Glitter products also add to the festive look.
 - Add small structures, animal sculptures and more to add interest.
 - Seating for people should be in the middle of the float for safety. Consider adding barriers around the edges.
 - Provide your float riders with seating in the middle of the float. They should never have their legs hanging over the edge of the float. Arms and legs should be within the area of the float at all times.
 - **Please design with safety in mind.**

Lights & Sounds

With a night parade, lighting is an absolute must. We highly recommend each float include music as well. Lighting and music should compliment your float and emphasize our theme: To Be Announced

Be ready to turn on everything while you're being audited.



Float Participants:

- We encourage costumes, however, they may NOT be Santa, Mrs. Claus, the Grinch or wear a Santa suit - you will be turned away. Consider reindeer, toy soldiers, gingerbread people, elves and so on.
 - There will be NO WALKERS.
 - This is a no alcohol, family friendly event.
 - Due to safety requirements, there will be no handing out or throwing of items, and no receiving of items of any kind.
 - Be ready to smile, wave, dance and sing! Enthusiasm is a must.
- Dress for the weather. The parade goes rain or shine. The wind can be very cold - layers and water resistant clothing are highly recommended.
 - Float participants may not exit the floats at any time during the parade.
 - Registrants are responsible to inform their participants of the rules and safety requirements.

Drivers, Please do:

- Maintain a speed limit of 5 km/hour for the duration of the parade. While we appreciate that gaps may form in the parade, **DO NOT CLOSE THEM.** The safety of our participants on the floats and of those in the crowds is paramount.
- Float drivers must be qualified drivers in good standing.
- Be fully insured & be experienced in driving with a trailer.
- Have a full tank of gas before arriving at the Marshalling Area.
- Keep a full vehicle / float distance apart.
- **WATCH FOR CHILDREN AND PEDESTRIANS!** Everyone is very excited and may be distracted. Please drive cautiously.
- Police and Parade Marshalls will be on site along the route. Please defer to their instructions.
- If there are horses ahead of you in the parade, please keep a safe distance.
- At the end of the parade, please do not stop or block the road. The parade needs to continue to move behind you.
- Pre-arrange your participant drop off area outside of the parade area.





If your power source is batteries, you are working with direct current, rather than alternate current such as in your homes. Make sure that you have equipment that can utilize direct current. If you are unsure, please enlist the help of an experienced electrician familiar with direct current to do your installation.

If your equipment can only use alternate current, you will need a generator. Generators can be noisy so plan your sound accordingly. Make sure a good sound and lighting technician is a part of your float crew.

Signage

The name of the sponsor and contribution to the theme should be added to every float. This sign can be in the form of a banner or a printed sign, or be presented by individual cut-out letters. Signage for your organization(s) can be placed on the front of the float and the sides of your float. Be sure to add lights so they can be seen at night.

Timing & Expectations

- **The Marshalling Area will open at 2:00pm - enter Lakeshore Drive only via Hurst Drive or Minets Point Road.**
- **The Marshalling Area will close promptly at 4:00pm.**
- **All floats must be a vehicle, pulling a decorated float; unless otherwise specifically arranged with the Barrie Chamber of Commerce office.**
- All floats must be fully constructed when they arrive. Although some decorations may be 'stood up' due to safety while in transport.
- Judging for the Float Contest will occur during auditing when you arrive.
- **Please have all of your float riders on the float when you arrive. No other vehicles will be admitted into the parade staging area.**
- The parade will begin at 5pm.
- Positions within the parade cannot be guaranteed unless specifically offered as a sponsor.
- Floats will be reviewed for adherence to the rules and theme before being granted access to the Marshalling Area.
- **Those not adhering to the rules may find themselves being turned away from the Marshalling Area and not admitted to the parade. Refunds will not be provided.**



The length of the parade is dependent upon many variables. How many floats are there? Have there been any issues on the parade route? Are some floats slower than others?

Plan on the parade ending anywhere between 6:30pm and 7:30pm, while understanding that you will need to be flexible. Our focus is on safety, not speed.

All floats must follow the instruction of Barrie Police and the Parade Marshalls at all times.

The Parade

- Enter the Marshalling Area on Lakeshore Drive from Minets Point Drive or Hurst Drive.
- Only floats will be admitted to the Marshalling Area.
- The parade will go forward rain or shine. Everyone must dress for the weather.
- All registration fees are non-refundable.

Float Riders

We suggest that if float riders are being dropped off, that you do so at Allandale Go Station. Float riders can then walk over to Lakeshore Drive and find their floats.

Please ensure you are referencing the route utilizing:

- Lakeshore Drive
- Toronto Street
- Right turn on Dunlop Street
- Ending at Poyntz Street

Please give a copy of this package to the driver of your float. It is important that they are aware of the rules to ensure everyone's safety.

Map on page 7.

- The parade will proceed in the northbound (right) lane while travelling on Lakeshore Drive and Toronto Street.
- The parade will have the full width of Dunlop.
- Travel single file with ample space between floats at all times.

