



## 2024 RIVER FALLS DAYS PARADE APPLICATION

### DATE/TIME

Friday, July 12, 2024  
Lineup - 4:30PM  
Parade Begins at 6PM

### REGISTRATION DEADLINE

Monday, June 10, 2024, 4PM  
Final participation confirmation will be sent after June 10th.

### THEME

#### **Shimmer & Shine, A Golden Celebration**

Incorporate gold décor, glitter, sparkling decorations or feel free to play on the word "Gold"!

*For Example:*

- Golden Girls
- Gold Treasure/Gold Rush
- Go in for the Gold (Olympics)
- Golden Ticket (Willy Wonka)
- Golden Glamour

### FEES

Upon confirmation of participation, exhibitor and/or parade fees are non-refundable. See registration form for details.

### PARADE AWARDS

- Best Use of Theme
- Best Visiting Royalty
- Best Music Unit
- Judges' Choice Award

**As we commemorate the 50th Anniversary of River Falls Days, let's come together to make the entire town shimmer and shine!**

**To Register for the RFD Parade, please submit the following:**

1. Parade Registration Form
2. Entry Fee
3. Signed Release, Indemnification, and Hold Harmless Agreement\*

\*Participation waiver form(s) for ALL parade participants must be returned to the Chamber office by July 1. Failure to comply with policy guidelines may result in disqualification, without refund.

**Be sure to register early as the parade will be limited to 100 units and will fill fast! Unregistered units will not be allowed to participate in the parade.**

If you have any questions, please feel free to contact the Chamber office. We look forward to seeing you at the parade!

### **Contact: Megan Hausch**

Email: [megan@rfchamber.com](mailto:megan@rfchamber.com)  
River Falls Chamber of Commerce  
215 W Maple Street  
River Falls, WI 54022  
[www.rfchamber.com](http://www.rfchamber.com)  
715-425-2533

# 2024 RIVER FALLS DAY - PARADE REGISTRATION FORM

Submit completed application and payment by: Monday, June 10, 2024

Business/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Overall length of unit, including tow: \_\_\_\_\_ \*Must not exceed 30 feet

**Please circle all that apply to your parade unit:**

- |  |   |                                       |
|--|---|---------------------------------------|
| <input type="checkbox"/> Passing out candy/promotional items** | <input type="checkbox"/> Dancers/Gymnastics | <input type="checkbox"/> Community    |
| <input type="checkbox"/> Live/Recorded Music                   | <input type="checkbox"/> Walkers            | <input type="checkbox"/> Royalty      |
| <input type="checkbox"/> Marching Band                         | <input type="checkbox"/> Animals            | <input type="checkbox"/> Other: _____ |

**ENTRY FEE**

- |   |   |
|---|---|
| <input type="checkbox"/> Non-Profit Chamber Member - \$50                               | <input type="checkbox"/> Non-Chamber Member - \$150   |
| <input type="checkbox"/> Chamber Member - \$80  | <input type="checkbox"/> Political Candidates - \$300 |
| <input type="checkbox"/> Community Royalty - \$0 (registration & waiver forms required) |   |

**Please list any special considerations (i.e. royalty members are also in school band):**

**Please provide a brief description of your business or organization (less than 50 words) to be used by the parade announcer. Don't forget to incorporate "Gold"!**

*\*if a description is not provided, an announcement will not be given\**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Parade Policy Acknowledgement and Agreement**

- I (whether individually or as a representative of a business or organization) acknowledge receipt of the River Falls Days Parade Policy and it is my intention to comply with it.
- I further intend to cooperate fully with Parade Officials in the staging area and along the parade route.
- I further understand that my entry fee will not be refunded if I am denied participation.
- I assume responsibility for providing this Policy to all members of my business or organization who may wish to participate in the parade.
- \*\*To ensure the safety of all attendees, throwing candy/promo items is strictly prohibited. Prohibiting the throwing of candy during a parade is a safety measure aimed at preventing injuries and ensuring the well-being of participants and spectators.**
- I understand that non-compliance with any portion of the Parade Policy by anyone in my parade unit may result in the removal of my unit and affect future parade participation.
- 

**Primary Contact, Print Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Date:** \_\_\_\_\_

<b>For Internal Use Only</b> <input type="checkbox"/> Cash <input type="checkbox"/> Check # _____    Amount Paid \$ _____    Entered by _____
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## PARADE POLICY

Thank you for applying for participation in the River Falls Days parade. In an effort to make this a pleasant and safe experience for everyone, all participants must read this Policy and agree to abide by it. One representative from your parade unit is required to sign the Parade Policy Acknowledgement and Agreement which appears at the bottom of the Parade Registration Form (page 2).

All participants, including unit drivers, float personnel, members of novelty units, and riders and drivers of horse units must complete and submit the **Release, Indemnification, and Hold Harmless Agreement (page 5)** to the Chamber prior to July 1. Applicants are responsible for making copies of the form for each participant.

### STAGING AREA

- **Arrival Time:** A final parade email will be sent to the contact listed on the parade form 1-2 days prior to the parade. You must arrive at the staging area at the time specified in that email. Late arrivals will be denied participation and parade entry fees will not be refunded.
- **Traffic:** Please be aware that there will be motorized traffic and foot traffic within the same areas. Motorized vehicles should maintain a very low rate of speed and use extreme caution when navigating the staging area. Please take proper safety precautions to keep this area safe for everyone.

### PARADE ROUTE

- **Distance Requirements:** Unless safety is an issue, you must maintain a distance of no more than one-half block between you and the parade unit in front of you. If the parade unit in front of you is a school marching band, you may maintain a distance of up to one full block.
- **Judging Area Requirement:** If you are immediately behind a school marching band, you may not proceed into the Judging Area until the marching band has completely exited the area. The Judging Area begins approximately one block before the Review Stand at Second and Elm Streets, and extends approximately one block past it. The Judging Area will be marked.
- **Marching Band Performance Stops:** Bands are the only parade units allowed to make brief performance stops throughout the parade route, not just in the Judging Area. Once each performance has ended, they briefly march at a quicker pace in order to close the gap between them and the unit in front of them. Please make every effort to keep pace with marching bands as they close the gaps after each performance stop.
- **Excessive Sound/Noise:** Excessively loud horns/music are not allowed anywhere on the parade route. Should your horn, siren, music, etc. be deemed to be too loud at any point along the parade route, you may be asked to lower the volume. Please be considerate of parade spectators in choosing a noise volume. The Chamber reserves the right to remove units that do not make adjustments to sound if requested to do so by Parade Officials.
- **Sound/Noise:** If your parade unit will include a horn, siren, music, or amplified sound of any kind, you must include that information on your parade application. This is essential so that you can be placed in an area that will cause the least amount of disruption to school marching bands. IMPORTANT: If a school marching band is anywhere in the Judging Area, horns, sirens or loud sounds of any kind are strictly prohibited until the marching band has completely exited the Judging Area.
- **Unit Length Requirements:** The total, maximum length of your parade unit, including vehicles, walkers, floats, trailers, animals, etc. must not exceed 30 feet. All parade units will be limited to two motorized vehicles.
- **Walkers:** Since unit speed must be maintained, walkers must be able to keep up to motorized vehicles/floats. Distributing candy or other give-a-ways must be done in a manner that will not slow the pace of the parade.
  - Candy or other give-a-ways must NOT be thrown from moving vehicles; they may only be handed out by walkers. *Prohibiting the throwing of candy during a parade is a safety measure aimed at preventing injuries and ensuring the well-being of participants and spectators.* Non-compliance may result in the removal of my unit and affect future parade participation.
- **Water Restriction:** You may use squirt guns, etc. throughout the parade and we ask that participants use their discretion when using them. Spraying water toward the reviewing stand is strictly prohibited, as it presents an electrical hazard.

## PARADE POLICY CONTINUED...

### MISCELLANEOUS:

- Candy or other give-a-ways must NOT be thrown from moving vehicles; they may only be handed out by walkers.
- Alcoholic beverages are **not** permitted in the staging area or along the parade route.
- All entries with livestock must have their own waste removal equipment immediately following their unit.
- All drivers of motorized vehicles must be at least 16 years of age and have a valid driver's license. Motorized vehicles must have their own liability insurance to relieve the River Falls Chamber of Commerce & Tourism Bureau from any liability.
- All Parade Officials and Police Reserves will be clearly identified.
- This Policy must be made available to all participants in your parade unit.
- All entry fees are non-refundable – no exceptions.
- Unregistered units will not be allowed to participate.
- The parade route will be the same as previous years. The route will go south on Main Street to Division Street, turn east onto Division traveling as far as Second Street. Merging south on Second Street, continue past the Judging stand on the west side of the road, to Spring Street. Turning east on Spring Street, parade units will be asked to keep moving on Spring Street or turning no sooner than Fourth Street. Staging area remains the same by entering East on Quarry off North Main Street.
- For safety reasons, all parade units are required to complete the entire parade route.
- Categories for judging are: "Best Use of Theme" "Best Visiting Royalty" "Best Music Unit" and "Judges' Choice Award." Judges decisions are final.
- **Parade lineup will be emailed to parade participants 1-2 days prior to the parade.**

**We wish everyone a wonderful parade experience, but we do expect everyone to abide by the rules listed in this document. Not adhering to all rules may prohibit you from being a part of the future parades.**

# Release, Indemnification, and Hold Harmless Agreement

In consideration of participating in the River Falls Chamber of Commerce and Tourism Bureau (Chamber) River Falls Days Parade (Parade), and for other good and valuable consideration, I hereby agree to **release** and **discharge from liability** arising from negligence the Chamber and its owners, directors, officers, employees, agents, volunteers, participants, and all other persons or entities acting for them (hereinafter collectively referred to as "Releasees"), on behalf of myself and my children, parents, heirs, assigns, personal representative and estate, and also agree as follows:

1. I acknowledge that participating in the Parade involves known and unanticipated risks which could result in physical or emotional injury, paralysis or permanent disability, death, and property damage. Risks include, but are not limited to, broken bones, torn ligaments or other injuries as a result of falls or contact with other participants; medical conditions resulting from physical activity; and damaged clothing or other property. I understand such risks simply cannot be eliminated, despite the use of safety equipment, without jeopardizing the essential qualities of the activity.
2. **I expressly accept and assume all of the risks inherent in this activity or that might have been caused by the negligence of the Releasees.** My participation in this activity is purely voluntary and I elect to participate despite the risks. In addition, if at any time I believe that event conditions are unsafe or that I am unable to participate due to physical or medical conditions, then I will immediately discontinue participation.
3. **I hereby voluntarily release, forever discharge, and agree to indemnify and hold harmless Releasees from any and all claims, demands, or causes of action which are in any way connected with my participation in this activity, or my use of their equipment or facilities, arising from negligence. This release does not apply to claims arising from intentional conduct.** Should Releasees or anyone acting on their behalf be required to incur attorney's fees and costs to enforce this agreement, I agree to indemnify and hold them harmless for all such fees and costs.
4. I represent that I have adequate insurance to cover any injury or damage I may suffer or cause while participating in this activity, or else I agree to bear the costs of such injury or damage myself. I further represent that I have no medical or physical condition which could interfere with my safety in this activity, or else I am willing to assume – and bear the costs of – all risks that may be created, directly or indirectly, by any such condition.
5. In the event
6. that I file a lawsuit, I agree to do so in the state where Releasees' facility is located, and I further agree that the substantive law of that state shall apply.
7. I agree that if any portion of this agreement is found to be void or unenforceable, the remaining portions shall remain in full force and effect.

**By signing this document, I agree that if I am hurt or my property is damaged during my participation in this activity, then I may be found by a court of law to have waived my right to maintain a lawsuit against the parties being released on the basis of any claim for negligence.**

I have had sufficient time to read this entire document and, should I choose to do so, consult with legal counsel prior to signing. Also, I understand that this activity might not be made available to me or that the cost to engage in this activity would be significantly greater if I were to choose not to sign this release, and agree that the opportunity to participate at the stated cost in return for the execution of this release is a reasonable bargain. **I have read and understood this document and I agree to be bound by its terms.**

**All participants, including unit drivers, float personnel, members of novelty units, and riders and drivers of horse units must complete and submit this form to the Chamber prior to July 1, 2024.**

***Applicant is responsible for providing additional copies of this form to each participant.***

Name of Unit Organization: \_\_\_\_\_

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Date: \_\_\_\_\_

### **PARENT OR GUARDIAN ADDITIONAL AGREEMENT (must be completed for participants under the age of 18)**

In consideration of \_\_\_\_\_ (PRINT minor's name) being permitted to participate in this activity, I further agree to indemnify and hold harmless Releasees from any claims alleging negligence which are brought by or on behalf of minor or are in any way connected with such participation by minor.

Parent/Gaurdian, Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_