

Light Up Louisville Winter Wonderland Parade – *Presented by Wendy's*

Guidelines

Deadline For Entry - Friday, November 7, 2008 - no entries accepted after that date

Theme: The parade is entitled “Winter Wonderland”, and this year’s theme is “Holidays”. The theme gives everyone a chance to build and add on to their ideas year after year. We hope that you, your family, friends, schools and civic groups will participate in a long tradition of being part of Louisville’s most exciting holiday event. The parade is a celebration of the holiday season and a focal point of Light Up Louisville. The parade is designed to bring out the child in all of us, and it’s a change to remember the thrill of the coming winter weather. We encourage everyone to get involved - there are no age limits, although children under 12 must be supervised. Please keep in mind the distance of the route (6-8 city blocks) and possible weather conditions.

Time and Route: The Winter Wonderland Parade will start at 3:00 P.M., Friday, November 28, 2008. We will assemble at the City Parking Lot at 8th and Jefferson and on the surrounding streets (same location as last year). The parade will head east on Santa Claus Lane (Jefferson Street), right through the heart of the Light Up Louisville festivities. It will turn right at 4th into 4th Street Live! and right again onto Muhammad Ali Blvd at 4th Street. Units will continue west on Muhammad Ali Blvd. to 6th St., then disperse along the street and in the large parking lot at 6th Street & Muhammad Ali.

Your unit’s check in time, unit location, and unit number will be sent via e-mail not later than November 15, 2008. A packet of information, including maps and vehicle passes will be sent no later than November 19th. It is your responsibility to distribute this information, maps and passes to everyone in your unit.

Please Note: *No parking in the assembly area. Please arrange to carpool or park in the dispersal area and walk into Assembly.*

The Santa Claus: The most obvious holiday character is Santa Claus, and he will be making his grand arrival to the event to LIGHT UP the city. Therefore, **NO** units may include Santa Claus or Mrs. Claus in any of their presentations.

Lettering & Signage: Proper unit identification is encouraged. You may use flags or banners - either carried down the route or displayed as part of your unit. You are responsible for your own signage. On the parade application, we have asked your unit to have a volunteer to carry a standard sign (appx. 18x18”) on a pole at the front of your unit. The sign will be provided.

Costs and Fees: There are no fees or charges to participate in the Winter Wonderland parade, but we do ask that your group bring a toys or toys for the Toys for Tots program. Toys will be collected as you pass the main stage and placed under the tree in Jefferson Square. Groups with a number of toys should have one to place under the tree and off load the rest of their contributions into a truck stationed in the dispersal area.

Units: Units may be as small as a child’s wagon or as big as a fully mechanized 30’ float. We encourage you to use as much color, music, holiday decorations and costuming and animation as possible. **Please be creative!**

Judging: Units will be judged as they pass the main stage. Award will be presented immediately following the parade in the following categories:

- Float
- Band
- Car Club
- Equestrian
- Group
- Single Vehicle
- Dance Group

A Sweepstakes Award will be presented to the unit that best illustrates the “Holidays” theme.

Supervision of Children: Each participating organization with children must provide proper supervision and is responsible for adequate and safe transportation to and from the event. Each participating organization is responsible for obtaining written parent/guardian consent for each participating child. Each organization must ensure that each child is physically able to participate and is properly attired for the weather conditions.

Animals and Pets: No live animals or pets are allowed as any part of any parade unit.

Questions: Please contact Dell Courtney at 502-228-5237 or dellcourtn@aol.com with any questions.