

Discover a  
*Rockford Christmas*



## *Santa Parade*

Downtown Rockford, Michigan  
**Saturday, December 2, 2017**

Attached please find a registration form for Rockford's 74th Annual Santa Parade on Saturday, December 2, 2017 at 11:00 a.m., held in downtown Rockford.

In order to build excitement in anticipation of the "Real" Santa and Elf at the end of the parade, please feel free to use any other Christmas Character(s) in your entry - other than Santa and Mrs. Claus.

The City of Rockford, Rockford Public Safety Department, Rockford Chamber of Commerce, and the Santa Parade Committee are all concerned for the safety of the children. It is because of this concern that we have scheduled a **SAFETY** meeting for Santa Parade participants. Each group participating in the parade (Boy Scouts, Cub Scouts, Girl Scouts, Brownies, etc.) **must** be represented at the following meeting:

**Santa Parade Safety Meeting**  
**Monday, November 13, 2017 • 6:00 p.m.**  
**Rockford United Methodist Church**  
**159 E. Maple Street**

***IMPORTANT:*** *Anyone who is not in attendance at the mandatory safety meeting*  
***WILL NOT*** be allowed to be in the Santa Parade! ***NO EXCEPTIONS!***

Please complete and submit the parade entry form to the Rockford Chamber of Commerce to confirm your group will be represented.

Thank you,

*2017 Santa Parade Committee*

# Rockford's 74th Annual Santa Parade

Downtown Rockford, Michigan

Saturday, December 2, 2017 • 11:00 a.m.

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## PARADE ENTRY FORM

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

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

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Telephone: (daytime) \_\_\_\_\_ (evening) \_\_\_\_\_ (cell) \_\_\_\_\_

Email Address: \_\_\_\_\_

**!! SEMI TRUCKS (Tractor/Trailer) ARE NOT PERMITTED !!**  
**Santa and/or Mrs. Claus are not allowed in your group!**

Type of Parade Entry: Automobile \_\_\_\_\_ Marching \_\_\_\_\_ Equestrian \_\_\_\_\_ Float \_\_\_\_\_

Truck/Trailer \_\_\_\_\_ Other (please specify \_\_\_\_\_) Music \_\_\_\_\_ Length: \_\_\_\_\_

Brief description of entry for announcer: (in 25 words or less) \_\_\_\_\_

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**Reminder:** This is a children's parade – if advertising is necessary it should be geared toward and appropriate for children. **NO HANDOUTS** Allowed!

- Chamber Members:** Allowed one (1) free entry and one (1) paid entry.
- Non-Chamber Members:** Allowed one (1) paid entry. **Fee:** \$50
- Churches and non-profits:** Allowed one (1) free entry.

Further instructions and a map of the parade route will be distributed following registration. If you have questions, please call the Chamber Office at 616-866-2000 or email [membership@rockfordmichamber.com](mailto:membership@rockfordmichamber.com)

Please mail your entry (and check if applicable) to:

Rockford Chamber of Commerce  
17 S Monroe-- Rockford, MI 49341

**Santa Parade Entry Deadline: November 3, 2017**

