

Discover a  
*Rockford Christmas*



## *Santa Parade*

Downtown Rockford, Michigan  
**Saturday, December 1, 2018**


Attached please find a registration form for Rockford's 75th Annual Santa Parade on Saturday, December 1, 2018 at 11:00 a.m., held in downtown Rockford.

To celebrate this being the 75<sup>th</sup> year, there will be a theme. Please include silver bells into your parade entry this year! Our hope is that the theme will carry through each entry and will make the parade even more spectacular!

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. **Please note the change of location!**

**Santa Parade Safety Meeting**  
**Monday, November 12, 2018 • 6:00 p.m.**  
**Rockford Public Schools Administration Building**  
**350 N. Main Street | Rockford, MI 49341**



See Map on Back

***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,

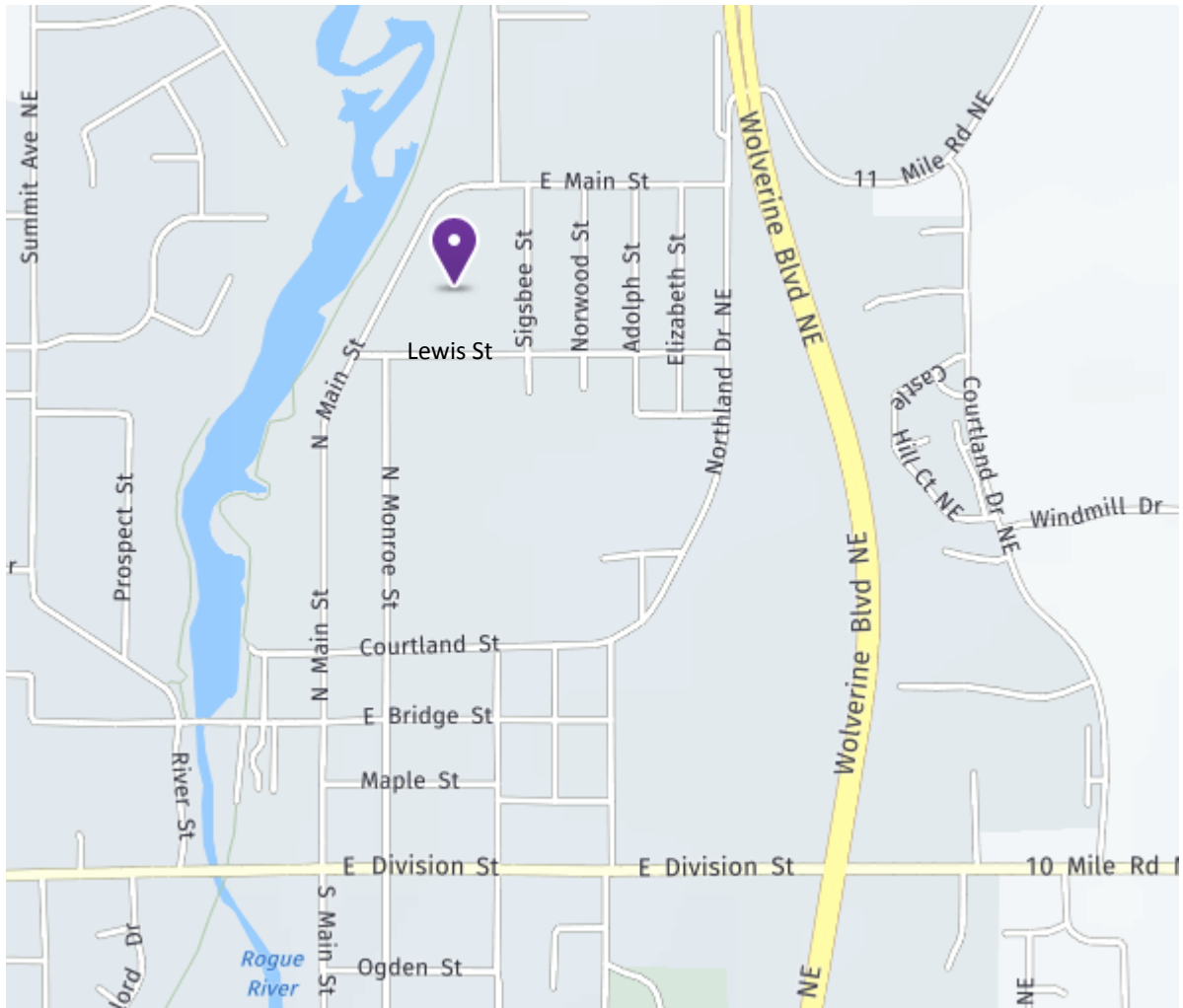
*The 2018 Santa Parade Committee*

**Rockford Chamber of Commerce**  
17 S. Monroe St | Rockford, MI 49341  
616-866-2000 | [info@rockfordmichamber.com](mailto:info@rockfordmichamber.com)

Rockford Public Schools Administration Building

350 N Main Street

Rockford, MI 49341



Please enter at Community Service Entrance off from Lewis Street.



**PARADE ENTRY FORM**

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

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

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

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

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): \_\_\_\_\_

Length Needed for Entry: \_\_\_\_\_ ft.

Music:  Yes  No

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

**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.

Please mail your entry (and check for non-chamber members) to:

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

***Santa Parade Entry Deadline: November 9, 2018***