

## Commercial Application

Application due: FRIDAY, OCTOBER 29, 2010

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

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

Telephone #'s: \_\_\_\_\_  
Daytime night cell

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

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

Fee: \$ \_\_\_\_\_ (see page 2) \* Cheques made payable to **Downtown Kingston! BIA**

**Entry Description:** In 50 words or less, describe your float. (This will be used to help in the television broadcast)

**People:** how many? walking? on something? costumes?

**Vehicle:** yes? no? how many? how big? what logos are on it (them)? how is it decorated?  
Is it pulling something? somebody?

**Music:** yes? no? amplified? what kind? **Must be Christmas or holiday music!**  
**\*need permission to have live music**

**Animals:** yes? no? what kind? how many? are they dressed up?

**Float/Entry Length** \_\_\_\_\_ feet (Mandatory Field)

*Please note that while we appreciate all the entries, the Kingston Santa Parade Committee reserves the right to refuse entry to any group deemed unsuitable to the parade. If this is the case your entry will be contacted and notified.*



## Commercial Entries

### Fee Structure

**Reduce the fee you pay by upgrading your entry!**

Start Rate: **\$500** see below for options:

- We want to knock off \$100 from our entry fee. By doing this, we agree to invest a minimum of \$100 in lights for my entry this year.
- We want to knock \$50 off our entry fee. By doing this we agree to invest a minimum of \$50 in decorations and materials for our entry
- We want to knock \$50 off our entry fee because we plan to partner with a community group to assist them with their entry
- We want to knock \$125 off our entry fee because we are planning on a big change to my previous entry OR because we are creating something completely new for the parade and will invest at least \$200 in doing that.
- We are paying full pop

**NOTE: Discounts can be cumulative but the minimum fee for a commercial entry is \$275**

### Important things you should know...

**Parade Workshop:** Tuesday, November 9 - 6:30pm upstairs @ the Brew Pub

**Parade Day:** Saturday, November 20, 2010

**Staging area:** Novelis Parking Lot (entrance off of Counter Street Lappins Ln)

**Float arrival time:** 2pm - gates close at 4pm

**Parade start time:** 5pm

**Parade finish:** 7pm (approx)

**Parking:** There is **no on site parking**.

Please carpool (large groups are encouraged to arrive by bus)

**Pick up:** Arrange for pick up at the bottom of Princess Street (in front of Empire Life parking lot)



## Kingston Santa Claus Parade

### Rules & Regulations

**SAFETY:** Individuals and organizations in the Parade are expected to perform courteously, in good taste, and with safety in mind at all times during the formation, execution and dismissal of the parade. Large floats, especially wide floats, must provide a person on each side and in front of the entry to move spectators back so that the float may safely pass them by. The parade has a strict no open flame policy. **Each float must have a fire extinguisher on board.** To ensure passenger safety on all floats, each person riding on a float must be strapped in.

**OBEY THE LAW:** All entries must conform to rules and regulations as specified by Municipal, Provincial and Federal agencies and laws as it applies to their entries. The Greater Kingston Santa Parade Committee maintains a policy of public liability insurance to protect against any claims by spectators against the parade. Parade Participants ensure their own insurance offers sufficient protection for their parade entry.

**BE NICE ALL THROUGH THE PARADE:** All entries are to maintain reasonable and consistent spacing to the entry in front of them and must adhere to a Parade Marshals adjustment of this spacing. Any Parade Marshal may remove an entry or individual(s) within an entry from the parade for non-compliance of the Rules & Regulations or misbehaviour. All float and vehicle entries **MUST** be decorated and have lights. Marching Bands and other performing groups are not to unduly delay the parade.

**POOP & SCOOP:** Anyone wishing to ride a horse in the parade must be affiliated with and ride with an approved club or organization. A cleaning crew must accompany and immediately follow any live animal entries. If animals are diapered, a cleaning crew is not required

### Some more info...

- Identify floats on both sides, so that spectators and television cameras can easily see the name of the entry.
- Add more to your float by having all adults, children and walkers in costumes pertaining to your float theme
- Marchers carrying a banner or sign should walk in advance of marching/walking entries (design them to be seen easily at a distance of 50 feet).
- Pre-arrange pick-ups at the end of the Parade route. Tim Horton's might be a spot to consider.
- This parade's mission is to entertain families, especially children - it is **NOT** a commercial, religious or political forum. All entries must convey the spirit of the holiday season.
- Throwing of candy or any object **WILL NOT BE ALLOWED.**
- We aren't thrilled with the idea of handing out of candy, literature or other promotional items; we discourage it. The parade is not a fundraising opportunity or a commercial promotional opportunity. *To discourage "the handing out of stuff", the committee has set an additional \$200 hand-out fee for this privilege.* Please submit your proposal and fee with this application. Not all proposals will necessarily be accepted. The Santa Parade committee reserves the right to charge an entry after the Parade, should circumstances warrant.
- There is only one Santa Claus and he rides at the end of the parade.

### THE FINE PRINT: Release and Consent

In consideration of the acceptance of the Greater Kingston Santa Parade application, I hereby release the Downtown Kingston BIA, the Greater Kingston Santa Parade committee, all other parade committees and volunteers, all parade sponsors and the City of Kingston, from all and every claim for damages which may occur to me at any time hereafter in favour of myself, my heirs, representatives, or dependants, against said organization, its officers and members, which may be suffered by me or any of them because of any matter, thing, condition, negligence, or default, or any person whatsoever, on the Greater Kingston Santa Parade Committee, or any of them, held, given by, or under the direction of said Greater Kingston Santa Parade Executive Committee.

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Printed Name of Entry Organizer

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Date

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Signature of Entry Organizer

177 Wellington St. Suite 202  
Kingston ON K7L 3E3  
Phone:613.542.8677  
Fax : 613.542.0274