



September 30, 2024

Dear Parade Participant,

The Downtown Christmas Parade has enjoyed tremendous success over the past several years. The Parade has is now the largest annual event in Newfoundland with crowds in excess of 60,000 people each year!!

This success is due in large part to the dedication of the Organizing Committee, the volunteers, and the time and efforts put in by **YOU**, the participants. It has long been the policy of the Organizing Committee to include as many entries as possible. However, this phenomenal growth of the Parade has created a number of logistical concerns regarding the length of the Parade as well as serious safety concerns. Considering the ever-increasing number of requests, we restrict the number of entries and implement a participation fee of **\$200.00 to ALL COMMERCIAL ENTRIES** and a participation fee of **\$100.00 to NON-PROFIT GROUPS**.

It is our goal to create a first rate, memorable event that will leave a lasting impression. To accomplish this goal we ask that everyone please adhere to the theme of the Parade. **The theme of the Parade is 'Christmas' simply 'Christmas' and that leaves it wide open!!** For example, you can build a giant Christmas ornament or bulb, construct a huge poinsettia, have polar bears decorating a Christmas tree on and iceberg, build a Smurf Village at Christmas time etc. Let your imagination run wild!! If you need help coming up with ideas please contact me. **Please keep in mind that although Charlie Brown's Christmas, The Grinch, Santa's Workshop and Mummers are classic entries that everyone enjoys, they have been done numerous times and while they are certainly suitable entries you may want to look beyond those if you want something more original.** **We expect all entries to reflect the CHRISTMAS theme and not what a company or organization does or it's products. The Downtown Christmas Parade is not an advertisement but rather a community event for children and families.** It is a good plan to have a couple of ideas for your entry as we want each entry to be original and special. Therefore, if another group has already submitted an entry very close to yours and it has already been approved by the Parade Committee, then we will ask you to submit your second idea.

To ensure the quality of all entries, participants will be required to complete a parade application form and agree to the terms and conditions listed. We will require a representative to provide his or her signature and verify that the regulations will be followed. As required by the City of St. John's, all motorized vehicles traveling in the Parade will also have to provide a certificate of insurance naming the City of St. John's as additionally insured (see forms provided). Vehicles will need \$2 million in liability, as required by the City of St. John's. **If you do not have your insurance form with the application, we will accept this form at a later date as we understand this may be more time consuming to obtain.** If these regulations are not followed then your organization should be prepared to be refused entry on Parade Day. **It is important to note that due to recent events at other Parades, the Downtown Christmas Parade Committee now requires all floats to have safety rails IF there are going to be people riding on them. Rails should be at least 3 feet high.** Floats will also be inspected on Parade Day.

We recognize and appreciate the outstanding effort that has been made by many participants over the years and it is this example of commitment that we will expect from all entries. If you have any questions, please do not hesitate to contact me at **SANTA-HI (726-8244)**.

Sincerely,

Gaylyne Gulliver
Marketing, Special Events, & Media Relations Manager
Downtown St. John's

2024 Downtown Christmas Parade
Sunday, November 24th, 12:00 pm

General Information

Please Note: ALL DIGNITARIES, PAGENT WINNERS, AND CELEBRITIES MUST TRAVEL IN CONVERTIBLES OR OPEN-TOP JEEPS. LIMOS, PARTY-STYLE BUSES, MOTORCOACHES, CITY BUSES OR SCHOOL BUSES ARE NOT PERMITTED IN THE DOWNTOWN CHRISTMAS PARADE.

Inclement Weather: Unfortunately, foul weather can force a postponement. This is not a decision that the Parade Committee takes lightly but it sometimes must be done to ensure the safety and comfort of participants and spectators. We ask that you be aware of this fact when designing and decorating your floats. Special attention must be paid to electrical connections especially if the event proceeds in damp weather. As well, you may want to choose decorating materials that will be water/wind resistant to some degree. When choosing and designing costumes for performing groups, we strongly recommend that warm materials be chosen or the costumes are sized to allow several warm layers underneath. No “warm up” vehicles will be permitted in the Parade.

Postponement: If you have any vehicles or equipment, you should make arrangements in advance for their availability the following week. You should also consider a storage space for your float in the event of a postponement. In the event of severe weather, the Parade will be re-scheduled for **Sunday, December 1st**. An announcement will be made on all radio stations and through social media or you can contact the Parade Information Line at **SANTA-HI (726-8244)** or visit www.downtownstjohns.com.

Theme: The theme of this year’s Parade is ‘**Christmas**’ simply **Christmas**’ so that leaves it wide open. If you need help coming up with ideas please contact our office. When designing your entries we ask you to keep kids in mind and we expect all entries to reflect the Christmas theme and not what a company or organization does or its products. **The Parade is not an advertisement but rather a community event for children and families.** Pretend that you are six years old and watching the Parade for the first time. If you create your entry from that perspective, you will be sure to have lots of ‘kid-appeal’. Please note that for obvious safety reasons, no open flame of any kind will be permitted. All floats **with people on them** are required to install safety rails that are 3 feet high.

Parade Winners: Winners in each category will be notified following the Parade.

Parade Marshals: The Parade Marshals are in place to ensure that the Parade runs safely and can be identified by their blaze orange safety vests. Please follow their instructions both on the parking lot and along the Parade route. The marshals will also be responsible for dispersing traffic following the Parade. Your co-operation will make this operation much easier.

Judging Criteria:

Floats: Corporate / Non-Corporate	Marching Groups/Bands	Cheerleaders/Performing Groups
Originality of Idea & Design	Musical Performance	Originality of Routine
Relevance to Christmas Theme	Relevance to Christmas Theme	Relevance to Christmas Theme
Detail & Authenticity	Synchronization	Complexity/Degree of Difficulty of Routine
Use of Colour, Decorations, and Music	Appearance & Dress uniform	Use of Colour, Costume, and Music
‘Kid-Appeal’	‘Kid-Appeal’	‘Kid-Appeal’
Overall Impression	Overall Impression	Overall Impression

2024 Downtown Christmas Parade

Application Form

*****THE DEADLINE FOR PARADE APPLICATIONS IS*****

Tuesday, November 12th, 2024

Please Note: ALL DIGNITARIES, PAGENT WINNERS, AND CELEBRITIES MUST TRAVEL IN CONVERTIBLES OR OPEN-TOP JEEPS. IN ADDITION, NO LIMOS, PARTY-STYLE BUSES, MOTORCOACHES, CITY BUSES OR SCHOOL BUSES ARE PERMITTED IN THE DOWNTOWN CHRISTMAS PARADE.

Company/Organization	
Contact Name	Alternate Name
Mailing Address:	
Work Phone:	Cell Phone:
Fax:	Email:
Title of Entry:	
Category of Entry (circle one): Commercial Non-Commercial (i.e.non-profit group)	
Type of Entry: (tick one) Float Over 20 ft _____ Float Under 20 ft _____ Walking Group _____ Character _____ Military/Band _____ Other _____ (i.e. non-motorized, horse and buggy, etc)	
Number of Participants:	
Please provide a brief description of your entry:	

Return application form, signed contract and insurance form with payment to:

Downtown St. John's P.O. Box 634

St. John's, NL A1C 5K8 Ph: SANTA-HI (726-8244)

Email: gaylynnne@downtownstjohns.com

Regulations for Participation

By completing this application for participation, your group or organization has agreed to abide by the following regulations. Failure to meet these minimal standards will result in your entry being refused permission to participate on Parade Day, November 24th, 2024 (December 1st in the event of inclement weather).

Application Fee: We require all commercial entries to pay a **\$200.00 participation fee**. Non-profit groups are required to pay a **\$100 participation fee**. This payment (by cheque) must accompany your application. Groups whose applications are not approved will have the fee refunded. Make cheque payable to “**Downtown St. John’s**”.

Commercial Messages: We insist that all commercial messages be kept to a minimum. Signage such as “Merry Christmas from the management and staff of ABC Ltd.” is permitted. However, phone numbers, web sites, promotion of current sales offers, events, delivery service, or corporate vans/vehicles (unless they are pulling a float) will not be permitted. This policy applies to all entries, including float-towing vehicles.

Theme: The theme of this year’s Parade is ‘**Christmas**’, that’s right simply “**Christmas**”, so that leaves it wide open. Your entry should be designed in keeping with the Christmas theme and have ‘kid-appeal’. Pretend that you are six years old, design your entry from that perspective. All entries including walking and dance groups must adhere to the Christmas theme. **This family event is a celebration of the Holidays for the community and NOTHING more, so therefore groups who are protesting, demonstrating or championing causes will be refused participation.**

Design/Decorations: When considering your design you should give careful consideration to the size of the float. Floats over twenty feet will require a great deal of decoration and therefore more volunteer hours and greater experience. In addition, we ask that you incorporate the cab/towing vehicle into the design in order to decorate and disguise it as much as possible. Also, the weather on Parade Day may be a mixed bag of tricks so decorations should be durable enough to withstand wind, snow, and rain.

Santa Claus: Since all children know that there is truly only one Santa Claus and because he is the star of our show, we insist that no other participants dress in a Santa Claus suit.

Floats: Parade floats **must not exceed 13 feet in height** in order to clear overhead wires. Proper tow vehicles and hook-ups are required when towing a float. A representative from the Parade Committee will be on site Parade Day to ensure that all floats are safely secured. Two spotters from your organization will be required to walk with large floats to assist the truck driver navigate the streets. Parade marshals will also be on and to assist as well.

Safety Rails: **Safety rails are required on ALL floats with participants riding on them. Safety rails must be 3 feet in height.** A representative from Downtown St. John’s will be inspecting the safety rails on Parade Day. If there are no safety rails or if they are not the proper height, the participants will not be permitted to ride on the float, and must walk alongside the float through the Parade. If you do not have participants riding on your float, then you do not need safety rails.

Walking Groups: Only walking groups from non-profit, community-based organizations will be accepted. Commercial groups interested in participating will have to construct a float. Walking groups must adhere to the Parade Christmas theme.

Giveaways: **In the interest of public safety, participants will not be permitted to distribute giveaways of any kind (candy, promotional material etc.) along the Parade route. Participants found distributing**

giveaways will immediately be removed from the Parade and banned from participating in all future Parades.

Support Vehicles: There will be absolutely no support vehicles permitted in the Parade. **The St. John Ambulance Emergency Medical Team and over 100 volunteers will be stationed along the route to offer any assistance that is required.** Replacement drumsticks, extra clothing, or other support materials must be carried by hand.

Insurance: All entries with motorized vehicles are required to provide a certificate of insurance (see attached forms) naming the City of St. John's as additionally insured, this is a requirement of the City for participation. Vehicles need \$2 million liability.

I understand and agree to these conditions governing my group/organization's participation in the 2024 Downtown Christmas Parade. I accept responsibility for the appearance and conduct of this entry and realize that failure to meet these standards will result in participation being declined on Parade Day.

Signed: _____

Name(please print): _____

Title: _____ **Date:** _____

**2024 Downtown Christmas Parade
Television Commentary Form**

Name of Group/Organization: _____

Title/Theme of Entry: _____

Number of Years in Parade: _____

Comments/Description: _____

ST. JOHN'S

CERTIFICATE OF INSURANCE REQUIREMENTS

- Parade participants/groups are required to provide confirmation of insurance.
- Parade participants/groups shall **contact their insurance provider** and **request a certificate of insurance** that includes the following:
 - The Certificate is in the legal name of the business/entity.
 - \$2M Commercial General Liability (CGL) inclusive **per occurrence** for bodily injury, damage to property
 - Coverage for Cross Liability is included.
 - 30 Days written notice of cancellation is provided.
 - “City of St. John’s” is named as an additional insured.
 - \$2M Auto Liability Coverage
 - **Only participants/groups utilizing vehicles in the parade are required to provide proof of auto liability coverage.**

CITY OF ST. JOHN'S CERTIFICATE OF INSURANCE

CERTIFICATE OF INSURANCE SHOULD BE DELIVERED TO DOWNTOWN ST. JOHN'S BEFORE PERMISSION CAN BE GRANTED TO PARTICIPATE IN THE DESCRIBED EVENT HELD AT ANY PROPERTY OWNED OR OPERATED BY OR LOCATED IN THE CITY OF ST JOHN'S.

*Group Entering Float: _____

*Company Providing Trailer: _____

DESCRIPTION OF EVENT:

INSURER	Name:
	Address:
BROKER	Name:
	Address:
INSURED	Name:
	Address:
ADDITIONAL INSURED	<input checked="" type="checkbox"/> CITY OF ST. JOHN'S
	<input type="checkbox"/> THE OWNER (IF NOT THE CITY) _____
	<input type="checkbox"/> ARCHITECTURAL AND ENGINEERING CONSULTANTS OF THE OWNER (EXCLUDING PROFESSIONAL LIABILITIES)

THIS DOCUMENT CERTIFIES TO THE CITY OF ST. JOHN'S THAT THE FOLLOWING POLICIES OF INSURANCE AND INDICATED COVERAGE ARE AT PRESENT IN FORCE SUBJECT TO THE TERMS, CONDITIONS AND EXCLUSIONS AS CONTAINED THEREIN COVERING THE OPERATIONS OF THE INSURED IN CONNECTION WITH THE ABOVE NOTED DESCRIPTION OF ACTIVITIES

POLICY TYPE	NUMBER	INCEPTION DATE	EXPIRY DATE Y/M/D	LIMITS OF LIABILITY
1.1 COMMERCIAL GENERAL LIABILITY	1.1 _____ 1.2	1.1 _____ 1.2	1.1 _____ 1.2	MINIMUM \$2,000,000.00
3. AUTOMOBILE LIABILITY INSURANCE				MINIMUM \$2,000,000.00
4. AIRCRAFT AND/OR WATERCRAFT WATERCRAFT LIABILITY (IF APPLICABLE)				MINIMUM \$2,000,000.00

“THE INSURER AGREES TO NOTIFY THE NAMED INSURED, THE CITY AND/OR THE OWNER, IN WRITING, THIRTY (30) DAYS PRIOR TO CANCELLATION OR MATERIAL CHANGE OF ANY POLICY EXCEPT IN THE EVENT OF NON-PAYMENT. IN THE CASE OF NON-PAYMENT THE POLICY CONDITIONS DEALING WITH TERMINATION WILL APPLY AND THE NAMED INSURED WILL BE PROVIDED THE SAME NOTICE AS THE POLICY HOLDER.”

NAMES OF INSURER'S OFFICE OR AUTHORIZED REPRESENTATIVE INCLUDING COMPANY STAMP	SIGNATURE	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">DATE</td> </tr> <tr> <td style="padding: 2px;">TELEPHONE NO:</td> </tr> </table>	DATE	TELEPHONE NO:
DATE				
TELEPHONE NO:				

ISSUANCE OF THIS CERTIFICATE SHALL NOT LIMIT OR RESTRICT THE RIGHT OF THE OWNER TO REQUEST, AT ANY TIME, DUPLICATE CERTIFIED COPIES OF SAID INSURANCE POLICIES.