




Petaluma's Butter & Egg Days Events are produced by the Petaluma Downtown Association and presented by ROCKY® and ROSIE® Chicken

The Parade steps off at Noon on April 23 in the Historic Downtown

Parade presented by  Bank of Marin

"ALL ABOARD! NEXT STOP PETALUMA!"

Celebrating our rich railway history and tracks to the future with the arrival of the SMART train in 2016!

Petaluma's Butter & Egg Days Parade celebrates all things Petaluma, the history and the stories we love to tell. This year the Parade will celebrate the arrival of the SMART Train in 2016, sharing stories of the impact railway had in shaping our hometown's historic past and making it the place it is today. And looking toward the future, what the revival of a passenger train will mean to our hometown's businesses, residents, schools, and nonprofits.

All parade entries will be selected based on how well they theme their presentations around the Parade theme of **"ALL ABOARD! NEXT STOP PETALUMA!"** Some suggestions follow to start your thinking:

"ALL ABOARD! NEXT STOP PETALUMA!"

Railway laid the tracks for Petaluma to become the town it is today, providing mobility and freedom for people to travel to our area, and develop economic vitality. How has your business or organization grown or prospered from the groundwork that was laid by the railway? "All Aboard" could include how businesses, organizations and community members will benefit, utilize, or grow from the resurgence of passenger train travel to Petaluma. You could also depict an aspect or time in Petaluma's history that was particularly influenced by the introduction of railway.

MARK YOUR CALENDAR NOW SO YOU DON'T MISS A DEADLINE:

No entry will be accepted until all information, fees, and descriptions are received in our office. Postmarks do not count. Incomplete entries will be returned and cannot be considered until they are complete. They must be returned complete by **Feb. 29** to be considered.

Early Bird Fees/Deadline: Monday, February 22, by 8 AM

FEES for entries received COMPLETE

Non-commercial	\$42
Commercial Entry	\$300
Youth Bands Educational & School (Band ONLY)	No Fee

Regular Fees/Deadline Monday, February 29, by 8 AM

FEES for entries received COMPLETE

Non-commercial	\$65
Commercial Entry	\$500
Youth Bands Educational & School (Band ONLY)	\$20

Late Entry Monday, February 29, after 8 AM

COMPLETED entries pay the following fees and will be accepted ONLY if space is available.

Non-Commercial	\$100
Commercial Entry	\$650
Youth Bands Educational & School (Band ONLY)	\$40

No additional entries will be accepted after March 7.

Entry Fees are not refundable. If for any reason an entry is not accepted into the line-up, fees will be returned. Once accepted into the line-up, fees are not refundable.

Non-Commercial entries are parade units entered by an individual, academic school, nonprofits with fewer than 100 employees, service club, or youth group. They cannot promote commercial or financial businesses. One non-commercial entity per application.

Commercial entries are parade units entered by commercial or financial businesses and nonprofits with more than 100 employees. One business per application.

Academic Schools (K-12): Academic Schools may submit as many entries (other than bands) as they wish for a single entry fee as long as they are mailed and march together. Applications received separately require separate fees.

KIDS PARADE: Clover Stornetta Farms is again sponsoring a Parade for youngsters 8 & under. It will start at 11:30 a.m. at 4th and D St. and move along the regular parade route to the Kids Area in the A Street Parking Lot, approx. 4 blocks. Only pre-schools, primary grade classes or clubs, mothers clubs, and other similar groups will be in this parade. Application is available online at www.petalumadowntown.com or call 763-0344.

PARADE SAFETY RULES FOR ALL ENTRIES

We continue to make SAFETY a focus. ALL ENTRIES MUST BE SAFE. Vehicle and float drivers must be able to have a clear view of the front of the vehicle. Floats must be constructed of fire-safe materials and must carry a fire extinguisher. Appropriate area for vehicle exhaust must be designed into the float/unit. All floats must have secure seating, or hand-holds for standing riders. **Breaking any of the following safety protocols will subject units to immediate removal from the Parade.** Units removed from the parade will not be permitted into the parade line up the following year.

- **DO NOT USE AIR HORNS.** Air horns may not be used by any unit in the parade.
- **DO NOT THROW CANDY.** Throwing of any candy, merchandise or other items is prohibited. Items must be handed to spectators.
- **DO NOT HAND OUT** food items or merchandise along the parade route without prior authorization from the organizers.
- **DO NOT proceed in an unsafe manner.**
- **DO NOT interfere in any way with other units.**
- **Comply with ALL Parade Marshal requests.**
- **DO NOT drink any alcoholic beverages** in the staging area, or along the route. **ALCOHOL IS PROHIBITED.**
- **Equestrian Units MUST have a Pooper Scooper.**
- **DO NOT Jump on or OFF.** Parade participants may not move on or off any moving float or vehicle.

GENERAL RULES FOR ALL ENTRIES

ENTRY FORM DESCRIPTIONS: Please be as complete as possible. All entries must conform to the description provided on the Parade Application Form. If your unit will have an element of sound – chanting, boombox, amplified music for a dance team, singing by a choir – please describe it fully so that we do not place you near other units with competing sound. Any animals included in the unit must be listed and described on this form.

PARADE VEHICLES: All motorized vehicles in the parade (cars, trucks, tractors, floats, motorcycles) must be driven by licensed, insured drivers. Evidence of license and current valid insurance must be received in the Parade Office no later than **March 21, 2016**. No child may sit on the lap of a driver of any vehicle or tractor in the parade.

MOTORIZED VEHICLES: Only ONE motorized vehicle is permitted per entry. Any additional vehicles (sound trucks, cars, floats, support vehicles) require a separate entry form and separate entry fee.

INSURANCE/HOLD HARMLESS: All units must return the application with a signature accepting the Hold Harmless

Agreement. All units with animals or vehicles must submit evidence of insurance. A Certificate of Additionally Insured may be required at the discretion of the Parade Committee. Entrants requiring Certificates will be notified in writing.

ELECTION/ISSUE CAMPAIGNING: NO participant may advocate, oppose or depict any political, religious, social or other ballot or political issue or candidate in the parade. **The Butter & Egg Days Parade will not permit itself to be used as a platform or advertising vehicle for any candidate or issue.** No election signs, themes, or colors may be displayed. Units discovered to have political advertising, or to be distributing political advertising along the route, will be removed from the line-up. Currently serving elected officials who represent the Petaluma area will be invited to ride in the parade. Black and white signs will be provided which identify only their current status. They may not campaign for re-election, or for another office, nor may they display or distribute electioneering materials or election colors or shirts on the Parade Route. Candidates, and others, are invited to rent a booth in the Festival Area for electioneering purposes.

SPECIAL RULES FOR SPECIFIC UNITS

ANIMALS MUST BE NOTED ON FORM: If you are bringing animals with your unit they must be identified on the Parade Entry Form. Horses, dogs, cows, reptiles, and any other wild or domestic animals shall not be in the parade without specific written approval by the Parade Committee. All entrants with animals must submit proof that there is insurance in place to cover the animal's activity. All entrants with animals must clean up after the animal along the parade route and in the staging and de-staging areas. Units not providing a pooper scooper will be removed from the parade. The Parade reserves the right to remove from the Parade any animal which appears to be uncomfortable, unruly, or in any way presenting an immediate or potential danger to other units or to spectators.

FLOATS MUST BE DECORATED & SAFE: A float is any fully-decorated (covered 80% or more) structure or vehicle (car, truck, golf cart, rolling cart) that depicts the parade theme. Truck cabs and tow vehicles also must be decorated. **FIRE SAFETY:** All floats must use fire retardant materials and carry a fire extinguisher.

TREES: Please be aware that low hanging trees line portions of the staging area. If your unit exceeds 10' in height, please make a note on your application so that we can stage you away from low trees.

SIZE: Floats cannot be taller than 13' to get under overhead wires, and cannot be wider than 8' to move through traffic lanes.

Appendages up to 18' may be folded out. Floats must be able to make a 90-degree corner within two traffic lanes. (There are two right turns for all parade units.) Length of a float including the tow vehicle cannot exceed 60' without prior approval of the Parade Committee.

CAR CLUBS PAY PER VEHICLE: Car club entries are limited to 10 vehicles. Car clubs with more than two cars must travel two abreast along the parade route. Only registered and recognized car clubs qualify for entry with multiple vehicles. Each vehicle must submit an entry form, drivers insurance, and standard fee. Each vehicle thereafter is an additional \$15 fee.

WALKING GROUPS MUST BE COSTUMED: Walking units must be defined prior to parade line-up. No pick-up walkers may join en route. Walking groups must be costumed, or uniformed. Walking groups are limited to 50 walkers. Groups of more than 25 must have a minimum of one adult per 10 youth under 14 years of age. Groups of children younger than 8 years old will be placed in the Clover Kids Parade which will be from 11:30 a.m. to Noon. Walking groups will be judged in the category appropriate for the oldest performing member of the group. For example: A youth group of 8-14 year olds, accompanied by adults walking nearby, will be judged with 14-year-old groups; a group of 8-14 year olds whose parents are part of the performance will be judged with adult groups.

ACCEPTANCE, STAGING & PARKING

ACCEPTANCE OF ENTRIES: The Parade Committee will jury entries as soon as possible upon receipt and accept up to 100 entries into the parade. Priority will be given to fully decorated and costumed entries which reflect the Parade Theme. Entries not accepted will be notified by **March 21** via email and their entry fees will be returned.

PARADE ORDERS: Parade Orders will be mailed approximately **March 31**. You will be sent your Parade Number, Staging Position, a Map of the Area and Staging Arrival Time. **Please arrange to communicate this to all members of your group.** The printed

Parade Number, which you attach to your unit, will be handed to you in the Staging Area.

STAGING: Someone from your group must be present in your staging position at all times after your assigned arrival time. Drivers must stay with their vehicles/floats. **Do Not Park Personal Vehicles in the Staging Area.** Only Parade Units may park there. Plan on parking in a public parking lot in the downtown. Parking is free. **Horse Trailers will have a special parking area** identified in your Parade Orders. Please unload the horses and then move your unit to the assigned staging location.

AWARDS & JUDGING

JUDGING: Judges will be selected by the Committee. Units can compete in only one category. The judges' decision will be final. In the case where there is only one entrant in a category, that unit will be re-classified. 1st & 2nd Place Awards are offered in each entry class. 1st, 2nd & 3rd Place Awards are offered in High, Middle & Elementary School Band categories.

JUDGING CRITERIA

Each category will be judged on Entertainment Value, Use of Theme,

Skill in Presentation, & Sportsmanship. All judging takes place in front of the reviewing stand on Petaluma Blvd. No performance stops allowed.

SPECIAL AWARDS

- Sweepstakes (Overall Best Entry)
- Judges' Special (Judges' Choice)
- Helen Putnam Memorial Award (Best Historical Themed Entry)



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The Parade Steps off at Noon on Saturday, April 23, 2016!

"ALL ABOARD! NEXT STOP PETALUMA!"

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Please fill out BOTH SIDES of this application completely, print clearly, and please use ink.

TELL US ABOUT THE PERSON OR ORGANIZATION APPLYING

This entrant is (check one box only):

- A Parade Sponsor School Band Commercial, Financial, Marketing Business, or nonprofit with over 100 employees
 Non Commercial (Individual, K-12 School, Pre-School or Nonprofit)

Name of the Individual, Group, Organization, or Business making entry: _____

Name of person we should contact if we have questions: _____

Contact Address: _____

Day Phone: _____ Evening Phone: _____ Email: _____

- Send my Parade Orders to the above Email Address I want my Parade Orders sent to the above Mailing Address

TELL US ABOUT YOUR PARADE UNIT

What kind of unit do you want to enter in the parade? Please CHECK ONLY ONE CLASS. This is the class you will be judged in. The Butter & Egg Parade reserves the right to re-classify entries.

- Marching Band** Are you a school? What grade levels? _____
 Band or Other Musical Group on a Float What kind of music? _____
 Float – decorated 80% or more Will you have a truck with towed trailer, or truck with flatbed? _____
 Mini Float – Using fully decorated golf cart, pushcart, or other smaller vehicle. What is the base vehicle? _____
 Novelty/Specialty (Dance, Drill, or Combination Unit) Please indicate what kind of dance or drill unit: _____
 Color Guard Are you representing a branch of US Military? Which branch? _____
 Costumed Walking Group – What are your costumes? _____
 Costumed Walking Group with Animals – What are your costumes and what kind of animals? _____
 Equestrian Group – How many horses are in your unit? What kind of equestrian unit? _____
 Antique or Classic Car Is it Antique or Classic? _____ What Make/Model Year? _____
 Antique or Classic Tractor Is it Antique or Classic? _____ What Make/Model Year? _____
 Car Club (max of 10 cars; \$15/car fee) Club Name & President: _____
 Veterans Group Will you have a car or marching unit? _____
 Elected Official/Dignitary What vehicle will you be riding in? Make/Model _____
 Fire Engine Any details we should know about it? _____

Please let us know as much as possible about your plans. How will you use our All Aboard theme? What All Aboard story will you tell with your entry? Will you use signs, costumes, float details, music, or something else? Please be as detailed as possible. **REMEMBER:** All entries must use the theme in some way. **This is the description we will use when we jury your entry (Use a separate sheet if necessary).**

Please describe your entry: _____

INFORMATION WHICH HELPS US GIVE YOU A GOOD SHOW IN THE PARADE

SIZE OF UNIT Number of people in your unit _____ Approximate length of unit (for staging planning) _____ feet
 Length of vehicle: _____ Width of your vehicle or float: _____ Height: _____

Please be sure you have completed both sides of this form. Incomplete entries will not be considered.

SOUND? SIZE OF VEHICLE? ANIMALS?

SOUND? Will your unit have any element of sound (music, drums, singing, etc.)?

YES NO

Will the sound be amplified? YES NO Please describe the music/sound: _____

Will the sound be very soft moderate loud very loud

MOTORIZED VEHICLE? Will your parade unit have a motorized vehicle which is used for ANY purpose YES NO

If you answered yes, you are required to submit with this application a photocopy of the driver's license and vehicle insurance card. Please remember, only ONE vehicle per entry form/fee.

ANIMALS? Will your parade unit include any animals (dogs, llamas, cows, cats, snakes, horses, etc.)? YES NO

If you answered YES you are required to submit, with this application, a photocopy of liability insurance that will cover any damage that said animal might create.

Please describe the number and type of animals in your unit: _____

What is the name of the person responsible for cleaning up animal waste for your unit? _____

ALL ENTRANTS MUST ATTACH A 50 WORD ANNOUNCER SCRIPT

Applications received without an Announcer Script will be returned

Things you may wish to include in your Announcer Script: Your theme, the number of years you have been in the parade, the names of key people on your float, the name of the song you are performing and why you selected it, your organizations' mission or marketing tag line, why you participate in the parade, etc. **But please remember, the announcers only have time to read about 50 words, anything over that will be cut off.**

FEES, SIGNATURES, & DEADLINES

Application Date & Fee (please see fee schedule) Today's Date: _____ \$ _____ **Check Number:** _____

If today is Feb. 22 (by 8am) or before...

School Band: No Fee
Non-Commercial Fee: \$42
Commercial Fee: \$300

If today is Feb. 23 - Feb. 29 by 8 am

School Band: \$20
Non-Commercial Fee: \$65
Commercial Fee: \$500

If today is after 8 am on Feb. 29, entries are accepted

ONLY IF SPACE IS AVAILABLE
School Band: \$40
Non-Commercial Fee: \$100
Commercial Fee: \$650

Please make out your check to the PETALUMA DOWNTOWN ASSOCIATION

Sponsor Entries: Sponsors have a signed agreement to support the parade with significant cash contributions greater than a parade fee. Their entry fee is included in their Sponsorship Fee.

Non-Commercial Entries: are service clubs, individuals, or nonprofit corporations with a 501 (c) 3,4,5,6,7,8,10, or 19 tax status
Commercial Businesses may **not** be promoted by Non-Commercial entrants.

Commercial Entries: are any commercial, financial, insurance, nonprofits with more than 100 employees, or marketing businesses.

Your signature on this form is evidence that you agree to the Parade Rules and will abide by those rules and the decision of the Parade Committee and judges. Further, your signature on this entry form indicates that you agree that the Petaluma Downtown Association, the Butter & Egg Parade Steering Committee, the City of Petaluma, and all of those organizations' volunteers, employees, contractors and agents, are released from any and all responsibility for loss, damage, or injury to any person or property relating in any way to participation in the Parade.

CHECKLIST

- We have completed both sides of the Entry Form
- We have read, and agree to, the Parade Rules
- We have attached Proof of Insurance if we are driving any kind of motorized vehicle, or if we are bringing any animals
- We are including our check for the entry fee. (Please make out your check to Petaluma Downtown Association)
- A copy of a driver's license is attached for any vehicle in the unit
- We have attached a 50 word script for the announcers

Please note that incomplete applications will be returned and subject to fees due at the time they are completed.

Signature: _____ **Date:** _____

Title: _____ **Phone:** _____

Please return this form and your check to
Petaluma Downtown Association Butter & Egg Parade
210 Lakeville Street, Petaluma, CA 94952
Phone: 707 763-0344 Fax: 707 283-0528
QUESTIONS? 707 763-0344

Please be sure you have completed both sides of this form. Incomplete entries will not be considered.