

# THE SWISS COLONY CHEESE DAYS PARADE - GUIDELINES

September 16, 2012 – 12:30 pm

Questions? 608.325.7771 or email [cheesedays@tds.net](mailto:cheesedays@tds.net)

The Cheese Days Parade Committee has established the following requirements to be met by float and unit entrants. The purpose of the festival and the parade is to honor the area's Swiss heritage and cheese/dairy industries, as well as to provide entertainment for our many visitors. Therefore, the committee reserves the right to deny entry to any unit deemed unsafe, overly commercial, or inappropriate. Applications due June 30, 2012.

Floats and units (yellow applications) are eligible for prizes in the following categories:  
Best Decorated, and Best Use of Theme.

**All entries are eligible for the People's Choice Award (parade viewers will be invited to vote)**  
**\$100 TOP PRIZE FOR ALL 3 CATEGORIES**

1. Due to safety concerns, no semi tractors or other large trucks are allowed to pull floats. The following tow vehicles ARE allowed: pickup trucks, utility vehicles, autos, horses, and small or medium sized tractors.
2. Theme: Floats or units (yellow application) MUST be decorated and/or signed to reflect parade themes: cheese, dairy farming, or Swiss heritage. Entries not following theme information that was indicated on your application will be removed from the parade line-up at the discretion of the parade committee.
3. There are likely others, but one good source for parade float decorations and ideas is [www.victorycorps.com](http://www.victorycorps.com).
4. NOTHING MAY BE THROWN. Individuals accompanying units on foot may hand out treats/gifts. DISTRIBUTION OF LITERATURE/PAPER IS PROHIBITED. Any unit found throwing items or distributing literature will be removed from the parade. Indicate on your application the items you intend to distribute.
5. A limited number of antique cars and tractors will be accepted upon approval of the Parade Committee. Due to safety concerns - ONLY ONE DRIVER PER TRACTOR (no riders) – this will be strictly enforced.
6. No advertising is allowed on entries other than a sign displaying the sponsor's name or business logo. All other advertising on the unit or tow vehicle must be covered unless the advertising on the vehicle is also the sole sponsor of the unit.
7. All vehicles pulling floats must be clean, presentable, and preferably decorated.
8. NO GAPS! If your unit includes people walking, they must be able to keep up with the pace of the parade! The route is 2 miles long. If you are handing out items and start to fall behind, we ask that you please stop handing out and catch up. Parade officials will be monitoring the flow at intersections – please follow their directions.
9. Your placement/position in the parade lineup has been carefully thought out by our parade committee. For the enjoyment of the viewers, please try to stay within a reasonably close distance to the unit ahead of yours.
10. Consumption of alcoholic beverages on and around the parade units is strictly prohibited. It is also expected that drivers and parade participants do not smoke while on the parade route.
11. There will be no political office holders, political parties, or candidates allowed in this parade.
12. Dignitaries riding in the parade are not required to provide their own convertible and/or driver. However, vehicles provided by Cheese Days will also provide the driver. No exceptions.

## ADDITIONAL INFORMATION FOR MUSICAL GROUPS

- Keep members together in their line-up area so the parade will not be delayed. All parade movement should be forward.
- Inform school group members and parents of the location where musicians will disband following the parade.
- Do not allow members to play instruments except for tuning and organized playing by the entire unit.
- One emergency/support vehicle may accompany each unit – use a SMALLER vehicle. NO BUSES in the parade - PLEASE!