



Thursday, July 4th, 2019
10:00AM | DOWNTOWN NORTHVILLE

PARADE THEME
American Innovation

Thank you for your interest in participating in the Northville Independence Day Parade! In 2019, this annual event will be organized and managed by the Northville Chamber of Commerce. As has been the tradition of this event, the goal of the Northville 4th Parade is to provide a safe, fun, and celebratory event that brings the community together.

In selecting parade participants, the Chamber is looking for high quality, entertaining entries, with a great deal of visual appeal. Ideally, these entries would also align with the Parade theme and/or celebrate our Nation's Independence. **Our 2019 theme is American Innovation and we look forward to seeing how inventive everyone can be!**

POLITICAL ENTRIES

• While the Northville Chamber respects and embraces America's diversity, our policy dictates that the Northville Independence Day Parade will not be used to represent any specific cause or special interest, no matter how worthy. The Northville Independence Day Parade should not be used as a political event nor as an affiliation with any special interest group. Rather, this event is for the enjoyment of our great community.

• No controversial or single-issue-oriented entries are permitted. In determining if an entry is controversial or primarily single-issue-oriented, factors to consider include, but are not limited to, whether the activities of the organization involve: (a) attempting to influence legislation; or (b) participating in or intervening in any political campaign on behalf of any candidate; or (c) advocating issues that function as political campaign intervention; or (d) carrying on propaganda.

• **Currently elected public officials serving the Northville community are eligible to participate as "public servants", by invitation only. Such elected officials include the Mayor, Township Supervisor, City Council, Township Trustees, County Commissioner, State House of Representatives, State Senate, U.S. House of Representatives, U.S. Senate, Governor, U.S. Vice President, and U.S. President. The invited public servant must appear in the Parade, no representatives.**

• **In addition to public servants, one entry per political party is allowed, however it must not promote a single issue or candidate.**

• **No candidates are permitted to participate.**

• No campaign promotion is permitted by or for any candidate and/or ballot issue. This includes, but is not limited to, campaign banners, signs, t-shirts, literature, or other similar materials.

• **All political entry participants must either be riding on a float, or in a motorized or horse-drawn vehicle: no walking units. All political entries must showcase elements of the parade theme or Independence Day as part of their entry.**

• The maximum number of participants for a political entry is 15 and number of vehicles is one.

• All banners and/or signage must be pre-approved by the Northville Chamber.

• Political entries must submit a \$100 entry fee with their application.

In accordance with our goals for the Independence Day Parade, we ask that you please adhere to the following parade policies:

APPLICATION

- Please complete and return the attached form and include a thorough description of your entry.
- Application must include non-refundable application fee.
- A confirmation letter and lineup information will be mailed or emailed (please mark your preference) via USPS on June 14.

ACCEPTANCE

- Acceptance of your entry is at the sole discretion of the Northville Chamber of Commerce, which reserves the right to reject any entry that is not in good taste, is in violation of the rules, or is not in the best interest of the Northville Independence Day Parade.
- Exception to any rule contained herein involves approval of the Northville Chamber Executive Director. Such approval must occur prior to Parade start, unless otherwise noted.

PARADE CANCELLATION

- Be advised that the Northville Independence Day Parade is scheduled for a specific date and time and is not postponed due to inclement weather. However, if weather creates a safety issue, the Northville Chamber of Commerce reserves the right to terminate the event. No refunds are made because of weather.
- No refunds will be given for those entries who cancel their participation after submitting an application. Should you decide not to participate in the Parade, we ask that you please notify the Northville Chamber as soon as possible.

GENERAL PARADE GUIDELINES

- All entries should incorporate the Parade theme and/or patriotic elements. Exceptions for unique entries with strong visual appeal are made by the Northville Chamber.
- All banners, signs, etc., on the floats or vehicles must be in good taste and positive in nature.
- Music is encouraged to accompany the entry.
- To ensure the flow of the Parade and the safety of participants, distance between units must be maintained at 20 to 30 feet.
- Walking Units: The Chamber encourages groups to be creative with their entries and reserves the right to limit the number of groups who simply walk in the Parade. All walking units must be preceded by a banner identifying the group, with a salute to the 4th of July.
- Animal Entries: All animals must be on a leash and should have prior parade experience. Both water and clean-up crew should be provided for animal entries. All persons riding on an animal or on a cart/wagon pulled by an animal must wear a helmet.
- Floats: Floats should be no longer than 40' and no wider than 10'. Please allow for people sitting on curbs. Turns will be manageable at this size. City Code dictates that no superstructure may exceed 14' from street level and must be wired or otherwise secured. Entries must be able to go under utility wires along the parade route and around the clock. The clock may present a problem if you have a very large float. Again, allow additional space for spectators sitting on curbs.
- Vintage, Classic, and Specialty Cars: The Vintage Cars Parade will be limited to 8 cars; the Classic Cars Parade will be limited to 8 cars; and the Specialty/Hollywood Cars Parade will be limited to 5 cars. Cars will be accepted on a first come, first serve basis, with priority given to Northville residents.

SAFETY

- In order to promote the safety and well-being of parade attendees/participants, firearms in the parade will be for ceremonial purposes only, and *will not be loaded*. Rifles must be carried in an "over the shoulder" position only. Only active police personnel may be in possession of live firearms. Entries that include firearms (replicas or non-live) should be noted as such on the application.
- For the safety of children and spectators, no candy may be thrown from parade entries. However, we encourage candy and ask that you hand it out along the curb of the parade route.
- No paper materials may be distributed.
- Water guns can be refreshing on a hot July day, however we ask that you refrain from pointing the water guns at spectators or animals and instead shoot the water in the air, above the crowd.
- It is recommended that fire-retardant materials be used on each entry. A fire extinguisher is always recommended.

LINEUP

- Lineup information will be mailed via USPS on June 14.
- The Northville Chamber cannot give out position numbers prior to the parade. We wish that we could put everyone in the front of the parade, but we cannot. Please understand that extensive time and consideration is given to put together a parade that flows easily and is aesthetically pleasing and entertaining to our spectators. If for any reason you need special consideration for a particular placement in the Parade order, please note that need on the appropriate place on your application and we will make every effort to accommodate. However, no guarantees will be made and absolutely no changes to the parade order will be made on parade day.

JUDGING INFORMATION

The 2019 Northville 4th of July Parade will judge float entries in the parade. The entries will be judged in four categories:

- Judges Choice – Commercial and Not-For-Profit
- Parade Theme – Commercial and Not-for-Profit
- Judging will be based on execution of the theme, originality of design and spectator appeal.
- Judging will take place at 9:00am., Saturday morning prior to the start of the Parade.
- Judging takes place in each Lineup Area. Late arrivals will not be judged.
- Winning floats will receive a display banner to hang from their float and will be announced at the Reviewing Stand.

Please note that non-compliance with these policies may result in removal from the Parade and exclusion in future years. We thank you for your cooperation and participation!

