

# 2017 River Dazzle

**Friday, November 24th, 2017**

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For the past nineteen years, the Main Street Business Improvement District and the River Falls Chamber of Commerce & Tourism Bureau have sponsored a holiday celebration called River Dazzle. The celebration is always held on the Friday after Thanksgiving.

The festivities include Mr. & Mrs. Claus with their reindeer, costumed carolers, a chili crawl and other fantastic downtown activities. This is a wonderful time to start your local holiday shopping as you enjoy walking throughout downtown! One of the biggest highlights of the day is the River Dazzle parade at 6:30p. It begins at the corner of Pine and Main, travels south to Locust and then back north on Main to the starting point. Last year, there were over twenty entries with some very festive, attractive and imaginative floats. The only requirement is that your float must be illuminated with some form of holiday lighting.



The parade will lift your spirits and help River Falls kick off another great holiday season! There is no entry fee but we do ask that you complete the registration form and return it to the River Falls Chamber of Commerce office at **215 W. Maple Street**. The evening of the parade, simply show up at the corner of Pine and Main (Bo Jon's parking lot) no later than 6p.

We also require each parade participant to sign a participation waiver (see attached).

We hope to see you at River Dazzle 2017!

Sincerely,

The River Falls Chamber of Commerce

# 2017 River Dazzle Parade Registration

Friday, November 24th, 2017 | 6:30p

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Please check all that apply to your parade unit:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Live/Recorded Music                              | <input type="checkbox"/> Motorized Vehicle(s) | <input type="checkbox"/> Marching Band        |
| <input type="checkbox"/> Handing out<br>candy/literature                  | <input type="checkbox"/> Walkers              | <input type="checkbox"/> Costume Character(s) |
| <input type="checkbox"/> Horses – You <u>must</u> provide a clean up crew |   |   |

## Parade Details

- Floats **MUST NOT** include “Santa”. The Chamber will be providing a single Santa unit
- All parade units must be illuminated with holiday lighting
- Throwing of any objects, including candy, toys, leaflets, etc. from a moving vehicle, is prohibited
- Line up begins at 5:00p - Pine St, 100 & 200 Block. (Bo Jon’s parking lot will be used as overflow staging)
- Parade route on Main St. starting at Pine St. down to Locust and back to Pine
- If you have any questions, please contact the River Falls Chamber of Commerce at 715-425-2533

**2017 River Dazzle Parade Participation Waiver  
River Falls Chamber of Commerce & Tourism Bureau**

I, the undersigned, have agreed for my own benefit to participate in various events and activities during the year 2017 in connection with and/or under the directions of the River Dazzle celebration and the River Falls Chamber of Commerce & Tourism Bureau.

I understand that inherent in my participation in such events and activities, such events to be included without limitation, parades, is the risk of serious personal injury and property damage to myself and all others under my direction and control, and to my property under my direction and control. I hereby waive and release any claim I have or may have in the future against River Dazzle or the River Falls Chamber of Commerce & Tourism Bureau, and any of their officers, whether or not caused in whole or in part by negligence of such officer, directors, employees, agents and volunteers, which occurs during or as a result of my participation in any of the events and activities held in connections with and/or under the director of the above-referenced entities. I understand that the negligence of myself, or a participant, results in injury to others or damage to property, the River Falls Chamber of Commerce & Tourism Bureau shall be held harmless and will indemnify the participant. Furthermore, in the event I agree to operate a vehicle in connection with any of the events and activities held in connection with and/or under direction of River Dazzle and the River Falls Chamber of Commerce & Tourism Bureau, I represent that I am validly licensed to drive such vehicle in the events and /or activities and that I have purchased automobile insurance and have liability limits of at least \$100,000/\$300,000.

All participants, including unit drivers, float personnel, members of novelty units, and riders and drivers of horse units must sign and submit this form to the River Falls Chamber of Commerce & Tourism Bureau prior to the event specified.

Name of Unit Organization: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ DOB: \_\_\_\_\_