

38th Annual Nighttime Christmas Parade
“Rocking Around the Christmas Tree”
Grand Marshall: City Manager Jonathan Seyferth
Friday, December 7th, 2018



Main Street in Historic Downtown Coopersville

Christmas is just around the corner and so is the 38th Annual Coopersville Nighttime Christmas Parade!

This year’s theme is **“Rocking Around the Christmas Tree”**, and will be led by our Grand Marshall City Manager Jonathan Seyferth. Jonathan became Coopersville City Manager in the summer of 2018. A West Michigan native and graduate of Whitehall High School, came to Coopersville with more than a decade of government experience at the federal, state and local level. He’s a graduate of Central Michigan University and holds a Master of Public Administration from University of Colorado. We cannot think of anyone more deserving to receive the honor of **Grand Marshall**.

Parade entry is **free**, but we are asking for a **\$10 voluntary donation** to help off-set expenses. We need to raise \$6000 per year to bring this parade and surrounding activities to our community including the fabulous Visit with Santa event after the parade at the **Coopersville Community Building**.

*In case of severe weather, please check
www.coopersville.com or watch your local TV stations for updates.*

If we must postpone the parade – all **REGISTERED** parade entries will be contacted directly by email.

Please do not call the Chamber Office

Business/Organization Name: _____

Contact Person: _____ Daytime/Cell Phone: _____

Email Address: _____

Mailing Address (incl. City/Zip): _____

Alternate Contact Name/Phone: _____

Circle One: Float Decorated Vehicle Walking Entry

Yes, we would like to make a voluntary donation to the parade in the amount of _____!

Check Visa/MC Invoice (all invoices will be due December 1, 2018)

Name of Your Organization as you wish it to be read by parade Announcers: _____

Christmas Message (limited to 20 words): _____

Return this completed form and your check or other method of payment information to:
Coopersville Area Chamber of Commerce, 182 East Street, Coopersville MI 49404
Phone: 616.997.5164

**38th Annual
Nighttime Christmas Parade
FAQ's**

**PLEASE READ & SHARE WITH YOUR VOLUNTEERS!
IMPORTANT PARADE ENTRY INFORMATION**

Thank you for participating with this wonderful parade! Please read over the following information regarding this year's event. Any questions may be directed to: 616.997.5164 or tbush01@msn.com or rwieten@coopersville.com
This year's theme: ***"Rocking Around the Christmas Tree"***. Your entry can be a float, decorated vehicle, costumed walking entry or anything creative that you can think of. Lights & music help make an entry stand out.

- Lineup anytime between 5:00 p.m. and 7:00 p.m. **Enter Main Street from 64th Avenue and head east.** If you wish to have your entry judged for a prize, you MUST be in line by 6:15 p.m.
- It is o.k. to hand out candy. **IT IS NOT** o.k. to throw it! **Participants may WALK and HAND OUT candy** – but we will **NOT allow it to be thrown from your parade entry.** PLAN ACCORDINGLY.
- Entries with sirens may not use them in the business district of the parade route. You may use them once you cross the intersection of Church & Main Streets.
- Drivers must use parking lights and drive cautiously. **WATCH FOR CHILDREN!**
- From the time you enter the Historic Downtown area until you reach the school, you should maintain a slow and constant speed. You will be spaced approximately 5 car lengths. **DO NOT CROWD** the entry ahead of you. **MAINTAIN** your 5 car lengths between entries. It's difficult, but please do so for the enjoyment of the crowds and so the announcers can properly acknowledge each entry.
- **DO NOT STOP** in front of the announcers stand.
- **All entries**, except emergency vehicles, **are REQUIRED to continue through the entire route of the parade to South Elementary.** At that location, drivers may choose to exit the parade via 48th Avenue or Grove Street exits only. **NO LEFT TURN** at East Street will be allowed.
- Children riding on floats may get off at **Community Service Building** to meet Santa. Arrangements should be made ahead of time so everyone knows where to pick their children up at. Your float or vehicle may be parked east of South Elementary in the Bus Loop to leave ample parking at the school for others. **NO OVERNIGHT PARKING.**
- There will be **FREE** refreshments at Community Service Building following the parade
- **YOU MAY NOT HAVE A SANTA ON YOUR ENTRY. THERE IS ONLY ONE SANTA IN THIS PARADE AND HE IS LOCATED IN THE VERY LAST ENTRY!**

Most importantly – have fun; get creative and thank you for making our parade one of the best in the entire state!