



P.O. Box 1716 • La Crosse, WI 54602-1716
608.784.3378 • info@oktoberfestusa.com

Oktoberfest 2017

September 28 - October 1

Parade Information & Application Commercial / Non-Commercial Units

Parade Application

Application deadline is Friday, September 1, 2017

Torchlight Parade

Thursday, September 28, 2017 at 7:00 p.m.

The Torchlight Parade is limited to 75 units

Would you like to participate? Yes No

Parade Fees	Non-Commercial	Commercial/Political
Early Bird (Until 6/30)	Free	\$50
July 1 - September 1	Free	\$75

Maple Leaf Parade

Saturday, September 30, 2017 at 10:00 a.m.

The Maple Leaf Parade is limited to 140 units

Would you like to participate? Yes No

Parade Fees	Non-Commercial	Commercial/Political
Early Bird (Until 6/30)	\$50	\$325
July 1 - September 1	\$75	\$375

Register For Both Parades

Parade Fees	Non-Commercial	Commercial/Political
Early Bird (Until 6/30)	\$50	\$350
July 1 - September 1	\$75	\$425

Complete all of the following fields. Please print clearly.

Main Contact Person _____

Business / Organization _____

Address _____

City _____ State _____ ZIP _____

Daytime Telephone _____ E-Mail _____

Type of Unit

- Clowns Color Guard Politician
 Equestrian - riding Equestrian - hitch
 Float with Live Music Float with Recorded Music Float - No Music
 Other - Please explain clearly _____

Visiting Royalty Float Town / Festival Name _____

Queen's Name _____

Attendants' Names _____

Please print a description of unit for live TV, for **Maple Leaf Parade only**. Please include names, title of people, costume or uniform, any recent awards: _____

Please Note: Incomplete applications will be returned



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WAIVER AGREEMENT

I, the undersigned unit / organization representative, have agreed for our benefit to participate in various events and activities held during 2017 Oktoberfest in connection with and/or under the direction of La Crosse Festivals, Inc.

I understand that inherent in our participation in such events and activities, such events to include without limitation, parades, is the risk of serious personal injury and property damage. I understand that La Crosse Festivals, Inc., will not provide us with protection against such injury and damage, and I assume all risk of such injury and damage to myself and all other under my direction and control, and to my property and all other property under my direction and control. I hereby waive and release any claim we have and may have in the future against La Crosse Festivals, Inc., and any of their officers, directors, employees, agents and volunteers, for any personal injury, property damage or other damage we may sustain, whether or not caused in whole or in part by the negligence of such officers, directors, employees, agents and volunteers, which occurs during or as a result of our participation in any of the events and activities held in connection and/or under the direction of the above-referenced entities. 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 the direction of La Crosse Festivals, Inc., I represent that I am validly licensed to drive such vehicle in the events and/or activities and that I have purchased automobile insurance as required by Wisconsin law.

I also agree to obey by the rules put forth by the Oktoberfest Parade Review Committee of La Crosse Festivals, Inc., including (but not limited to) abstaining from throwing candy or other items from parade units and the consumption of alcohol during lineup, on parade unit, or along parade route.

Date

Printed Name

Signature

Signature of Parent or Guardian (if under 18)

Name of Unit / Organization _____



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Parade Information & Application **Commercial / Non-Commercial Units**

About Our Parades

Torchlight Parade

Thursday, September 28, 2017 at 7:00 p.m.

The Torchlight Parade is limited to 75 units

Oktoberfest's illuminated event, the Torchlight Parade, brings sparkle and lights to La Crosse's Northside. Fantastic floats, marching bands, and unique specialty units combine to transform the quiet Northside neighborhood into a magical showpiece of color and excitement.

Maple Leaf Parade

Saturday, September 30, 2017 at 10:00 a.m.

The Maple Leaf Parade is limited to 140 units

The crisp, fall air and the turning of leaves brings a Coulee Region tradition... the Oktoberfest Maple Leaf Parade! Even after 50+ years, thousands of families and friends get together lining the 2 mile route in La Crosse with their lawn chairs, snacks and refreshments and enjoy a 2+ hour parade winding through the city.

Types of Entries

Non-Commercial

Non-commercial entries include marching bands and all non-profit organizations.

Commercial / Political

Commercial and Political entries are for for-profit organizations as well as all political organizations, politicians and political candidates.

Application Notes

- If you have participated in the parades in the past, please read all information carefully. Requirements do change from year to year and it is the responsibility of each unit to comply. **Applications are reviewed on a yearly basis and past participation in either parade does not guarantee acceptance for the 2017 parades.**
- The following pages contain an application, general information, and rules, terms and conditions that must be followed by all units. Failure to comply with the guidelines could result in dismissal from parade line-up. Our goal is for the parades to be enjoyable and safe for participants and spectators alike.
- **Registration fee for the Maple Leaf Parade must accompany your application.** This registration fee is non-refundable unless the Parade Review Committee does not accept your entry. Applications without the registration fee included will not be accepted.
- All commercial/Political units are limited to 1 unit per application.
- Additional units (vehicles) may be added at \$100 per unit. Please contact the Oktoberfest office to clarify unit type and fee structure.
- Parade applications, including supporting documents and payment, should be mailed to:
Oktoberfest Parade Review Committee
La Crosse Festivals, Inc.
P.O. Box 1716 La Crosse, WI 54602-1716



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Parade Application Information

All groups wishing to have their unit in the parades must provide all the following when applying, or the entry will not be processed:

- 1) A completed Application Form including attached Waiver Agreement
- 2) Registration Fee
- 3) Proper insurance papers verifying adequate coverage must also accompany application

Please Note: *The number of parade entries in the Torchlight Parade is limited to **75 units** and the Maple Leaf parade is limited to **140 units**. This allows for a shorter, higher quality, and better managed parade. Unfortunately, it also means we will not be able to accommodate everyone wishing to participate in the parade.*

All application requests must be mailed to the Oktoberfest Parade Review Committee at the address on the first page of this document.

Upon receipt of your application form (received prior to the deadline date), the Parade Review Committee will review all of the applications received and make their selections. The Parade Committee will send out a notice to all applicants and notify them of their acceptance into the parades.

The Parade Review Committee will make its recommendations using your application; therefore, it is very important that your application be complete.

A letter of insurability must accompany your application form request. La Crosse Festivals, Inc. should be named as an additional insured with respect to liability arising out of any operation of the name insured in connection with La Crosse Festivals, Inc.

All applications must provide Comprehensive General Liability (CGL) insurance having a combined single limit of no less than \$300,000.00 covering bodily injury, personal injury, and property damage. In addition to the CGL, the applicants must provide automobile insurance (where applicable) with minimum limits of \$100,000.00 per person, \$300,000.00 for bodily injury, and \$100,000.00 property damage, for all motorized float / vehicle units. An insurance certificate verifying the above limits must be sent with the parade application to La Crosse Festivals, Inc. office. The insurance certificate must contain the following provisions:

- 1) Additional Named Insured - La Crosse Festivals, Inc. with respect to any liability arising from the applicant's participation in Oktoberfest on both CGL and automobile policies.
- 2) Cancellation Clause - The insurance certificate shall state the policies certified will neither be canceled nor reduced in limits without a 30-day notice delivered by certified mail to La Crosse Festivals, Inc., P.O. Box 1716, La Crosse, WI 54602-1716.
- 3) In addition to the insurance requirements, all applicants must sign a Waiver Agreement with La Crosse Festivals, Inc.

Other Important Information

- All information must be turned in with your application fee. ***Incomplete applications will not be processed.***
- The deadline for both Maple Leaf Parade & Torchlight Parade applications to be received at La Crosse Festivals, Inc. office is 4:00 p.m. on Friday, September 1, 2017. ***No entries will be accepted after 4:00 p.m., Friday, September 1, 2017.***
- All accepted applicants will be notified by mail two weeks prior to the parade.
- Line-up order is determined by the Parade Review Committee to establish variety and to ensure the even flow of the parade.



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General Rules & Regulations

Please make sure all your unit's participants are fully aware of these rules and regulations.

Order of Appearance

- The Oktoberfest Parade Review Committee will determine the order of appearance for Float or Specialty Units in the Maple Leaf and/or Torchlight parades. The order is determined to establish variety, as well as best utilization of the participants.

Inclement Weather Policy

- The Oktoberfest Parade Review Committee plans to proceed with the parade, rain or shine. Should inclement weather occur prior to a parade, then the Festival Officials will determine if it is sufficiently severe to cancel or delay the parade.
- You may decline to march your Float or Specialty Unit when weather threatens to damage uniforms, props or instruments.

Vehicles

- Floats and tow vehicles cannot exceed height 20' from ground level.
- It is strongly suggested that all motorized units provide at least two volunteers to walk along side your unit. These volunteers should monitor the parade route to insure the unit can proceed safely without interference.
- Training - all drivers must be licensed and adequately trained to drive their assigned unit.
- At least one 4-pound dry chemical or one 10-pound carbon dioxide fire extinguisher must be placed within easy reach of the driver of the unit.
- No "go cart" type vehicle, miniature race cars, or school buses will be allowed in the parades (prior approval required).
- Vehicles must be illuminated for acceptance in the Torchlight Parade.
- Schools are allowed one support vehicle following their marching unit and should visually represent their school and/or community.

Unit Appearance (Maple Leaf Parade only)

- All motorized units in the Maple Leaf Parade must incorporate the use of parade decorations on their individual unit as much as possible. Decorations include, but are not limited to, fringing, skirting, garland, etc.

Lighting (Torchlight Parade only)

- All units that appear in the Torchlight Parade must incorporate the use of lights wherever possible. This includes portable lights or lighting for costumed marchers and equestrian units as well as lighting for the vehicles.

Distribution of Materials from the Float / Specialty

- No samples of materials of any kind can be thrown, tossed, presented, given or otherwise distributed from the float/specialty unit while on the parade route. Any and all items must be handed out from the sidelines. Compliance is very important for the safety of the children and the other parade units.

Code of Conduct

- Individuals and organizations participating in Oktoberfest parades are expected to perform courteously, in good taste and with safety in mind at all times during the assembly, execution, and dispersal of the parades.

Alcoholic Beverages

- No alcoholic beverages of any kind will be allowed on or with the unit either in the staging area or along the parade routes. The consumption of any alcoholic beverage by any participant is strictly prohibited.
- Violators will be prosecuted by the City of La Crosse Police Department under Wisconsin State Statutes. If this happens, the unit will be pulled and towed from the parade, and the operator will also be arrested.
- The insurance company will be informed, and the unit will not be asked back by the Oktoberfest Parade Review Committee. (Please note: Oktoberfest will not issue any refunds if your unit is not allowed to participate or is removed from the parade route.)

Assembly Area

- Assembly Responsibility Once the float or specialty unit is in position in the line-up area, the driver must be in attendance at all times and available to move the unit as necessary.
- Your float or specialty unit should report to the assembly area two (2) hours prior to the parade start time. This information will be mailed along with your acceptance notice prior to the festival as to the time and location for your arrival.
- Float or specialty support vehicles such as cars, buses, trucks, and trailers must be promptly unloaded and proceed to the dispersal parking area.
- First aid kits are accessible in the line-up area, as well as at dispersal.

Parade Movement

- The Oktoberfest Parade Review Committee has worked very hard to make sure that the parade route is free of interruptions; therefore, there will be no counter marching or maneuvering in any form by any unit which will create any type of gap.
- All maneuvering, choreography, and marching styles must be performed while moving forward. Any special effect drills that comply with the above statement must also be executed at a speed necessary to maintain the specified distances between parade units.

Dispersal Area

- Continue moving throughout dispersal until parade personnel shows you where to stop. No exceptions. Float or specialty members should not walk or march back through the parade route after disbanding.
- A First Aid tent will be on hand at the parade finish should any of your members require medical assistance.
- Water and Gatorade is available at the dispersal area for Marching Bands.
- Your cooperation in this busy area will be expected - thank you!



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Maple Leaf Parade
Parade Awards / Judging Categories

*The Maple Leaf Parade float entries will be judged in the line-up area beginning at **8:30 a.m.**
Plaques will be awarded in the following categories:*

Mrs. Oktoberfest Award	Education
Miss La Crosse/Oktoberfest Award	Theme Music
Festmaster Award	Visiting Royalty & Festivals
Burgermeister Award	Service Clubs
President's Award	Commercial Units
Directors' Award	Board's Choice
Parade Committee Award	Overall Theme

Equestrian judging will take place on the parade route.
1st, 2nd and 3rd place will be awarded in the following categories.

- Equestrian Riding
- Equestrian Hitch/Wagon

Torchlight Parade
Parade Awards / Judging Categories

Torchlight Parade judging will take place on the parade route for the following categories:

Best Lighted Overall Unit	\$100.00 cash award
Best Illuminated Float	Commemorative Plaque
Best Illuminated Marching Unit	Commemorative Plaque
Best Illuminated Critter Unit	Commemorative Plaque