



May 27, 2017

Planning is underway for the annual Independence Day Parade, sponsored by Wisconsin Bank & Trust. The parade and celebration will be held on Monday, July 4, 2017. We hope you'll join us to celebrate Sheboygan's *Spirit on the Lake* this 4<sup>th</sup> of July!

Visit Sheboygan, Inc., formerly known as Sheboygan Tourism is coordinating this year's festivities. As in years past, the parade begins at 9:00 a.m. The parade will start north on N. 8<sup>th</sup> Street at Center Ave., east on Michigan Avenue, and south on Broughton Drive.

For non-profit groups, there is no cost to participate in the July 4<sup>th</sup> parade. For commercial or for-profit businesses and organizations the entry fee is \$100. All parade exhibits must utilize an Independence Day theme. All entrants must also submit samples of any literature that will be passed out during the parade.

Completed applications must be received by May 31, 2017. To be processed, applications must be accompanied by payment if applicable. Lineup will be determined by parade officials. Lineup confirmations will be sent by June 16, 2017.

Please direct questions, applications and entry fees to:

Lori Kerwin  
Events and Member Services Manager  
Sheboygan County Chamber of Commerce  
621 S. 8th St.  
Sheboygan, WI 53081  
[lori@sheboygan.org](mailto:lori@sheboygan.org) or call (920) 395-8706

Thank you!

A handwritten signature in cursive script that reads "Amy L. Wilson".

Amy Wilson  
President/CEO  
Visit Sheboygan, Inc.

# 4<sup>th</sup> of July Parade Registration Form

Tuesday, July 4, 2017



**Due Date: May 31, 2017**

Name of Group:	Contact Name:
"Home" City:	Contact Phone Number:
Year Group Formed/Founded:	Contact Email Address:
Number of Members in Parade:	Mailing Address: <i>(must be included)</i>
Age Range:	
How many vehicles or live animals will appear with your parade entry? Please describe.	
Is there music with your entry? If so, is it "live" or recorded?	

**WSCS Local Access Television (Charter Cable Channels 95 & 990. U-verse Channel 99.)**  
 Please write a description about your float, group or exhibit in the parade. Channel 8 may use this description in its narrative of the parade to be aired on local access station WSCS. Please keep your description limited to 50 words.

Non-Profit or Commercial entry? (circle one)  
**Commercial entrants must pay a \$100 entry fee. Please include payment along with a completed registration form.**

Floats must be decorated with an Independence Day theme. If you plan to pass out any literature (non-profit or commercial), please include a sample copy with this completed application.

Return completed application to:  
**Lori Kerwin**  
**Events and Member Services Manager**  
**621 S. 8<sup>th</sup> St.**  
**Sheboygan, WI 53081**  
[Lori@sheboygan.org](mailto:Lori@sheboygan.org) or (920) 395-8706

Completed applications must be received by **May 31, 2017**. **Commercial entrants must pay a \$100 entry fee.**  
**There is no entry fee for non-profit groups. Applications received without payment will not be processed.** Sheboygan Tourism is not responsible for undelivered, lost or damaged applications. Confirmation of application and entry acceptance will be sent by June 16, 2017. **Lineup position will determined by parade officials. Please remember that each year, more than half of the parade participants request to be in the beginning of the parade, so honoring all requests is simply not possible. Requests are NOT processed on a first-come, first-serve basis. Placement is determined based on parade mix such as music, vehicles, animals, live performance, similar float or exhibit, group size, mode of movement, etc.**



## 4<sup>th</sup> of July Parade Rules

1. Parade line-up begins at 7:30 am and participants are asked to be at their designated position by 8:45 am. Parade will commence at 9 am.
2. No person participating in the parade shall throw, toss, pitch or otherwise distribute items by any other means than personally handing such items to spectators along the parade route. Do not cause spectators to leave the sidelines and enter the parade.
3. Drinking of intoxicants by parade participants during the parade is prohibited.
4. Roller or In-line skates, skateboards and non-motorized scooters are prohibited.
5. Parade participants shall not hinder the progress of the parade. Please maintain a steady distance in your line-up and keep the parade moving in a timely fashion.
6. Stand-still performances by parade participants shall be limited to those times when the parade is slowed or stopped.
7. All live animal entries must include a clean-up crew or acceptable alternative.
8. No parade participants are allowed access to the parade route until the parade commences.
9. All parade vehicles must be decorated with an Independence Day theme.
10. A copy of literature being distributed during the parade shall be provided to the parade coordinator along with the completed parade application.
11. Directions of Parade Marshals must be followed at all times.

Direct questions to [Lori@sheboygan.org](mailto:Lori@sheboygan.org) or call (920) 395-8706.