



Presented by...



Celebrate the Spirit of the Holidays, showcase your community spirit and advertise your business by joining Sturgeon Bay Visitor Center for the annual

‘Christmas by the Bay’ Holiday Parade!

Saturday, November 18, 2017

REGISTER BY: THURSDAY, NOVEMBER 9, 2017

- Lineup begins at **9:15 a.m. at Sawyer Park**, and parade begins at **10 a.m.**
- Please **have volunteers HAND OUT candy/items by walking alongside floats/vehicles.** Candy and other items **ARE NOT ALLOWED to be THROWN** from floats or vehicles.
- **NO** live fires are allowed to ensure the safety of all participants and spectators.
- **Santa Claus** will be at the end of the parade. Therefore, **NO ADDITIONAL SANTAS** are allowed in the parade. **Holiday music is encouraged.**
- **For Float Judging:** Please have identification on both the front and back of floats/vehicles.
- **PARADE ROUTE:** From Sawyer Park to Oak Street, Right onto Madison Ave., down to Maple/Oregon St., Right over Oregon Street Bridge to Third Avenue. Left onto Third Avenue, the **parade ends at the intersection of Jefferson Street and 3rd Avenue.**
- Anyone needing alternative accommodations **must** notify us.

NAME OF BUSINESS OR GROUP: _____

CATEGORY (circle one): Business Non-profit Other(specify): _____

CONTACT PERSON day of Parade: _____

CONTACT PERSON'S PHONE #: _____

EMAIL ADDRESS: _____

ENTRY DESCRIPTION: Please circle what your entry will include:

Music (band or recorded) **A float pulled by a vehicle** **Vehicle only** **Vehicle & Walkers**

Live animals **Other:** _____

MAIL ENTRY TO: 36 S. Third Ave. Sturgeon Bay, WI 54235; or **EMAIL ENTRY:** vacation@sturgeonbay.net. **For additional information,** please call SBVC: 920-743-6246.