



# Parade of Lights

## Official Registration Packet 2019

Greetings,

On Friday, November 29, 2019, the **28th Annual Parade of Lights, presented by First Bank & Trust**, will light up the city and welcome in the 2019 Holiday Season! Spectators of all ages will line the streets of historic downtown to enjoy the sights and sounds of the holidays with floats, drumlines, and of course—Santa! The Parade of Lights has become a family tradition, attracting thousands who have reveled in the coming joy of the season.

We invite you to be part of the 28th year of this growing holiday tradition.

The parade is an excellent opportunity for your business, organization, church group, or family and friends to showcase your creativity as you prepare for the holiday season. Your float will be seen by a multitude of people (42,000 in 2018!) throughout the region, making a direct and valuable impact towards the spirit of the evening. We are expecting a diverse range of floats and encourage your unique talent in creating a one-of-a-kind entry!

**New this year, there will be an official parade theme!** This year it's **"At the Movies"** in celebration of the re-opening of the State Theatre in 2020! Let your creativity shine with your float while showcasing some of the all-time great holiday movies. While it's not mandatory to stick with the theme, we highly encourage participation!"

Parade of Lights entries will compete for six distinguished awards, judged by a panel of community leaders. Winners will receive a trophy commemorating the achievement plus recognition from the local media and community. The Holiday Inn City Centre (100 East 8th Street) has graciously offered to host an awards party immediately following the parade.

Admission to the party is free, and will include complimentary cookies and hot apple cider will be provided for all those participating.

We hope you and your group are as excited and enthusiastic about this event as we are at Downtown Sioux Falls! Start brainstorming your ideas, and get them down on paper. Then come be a part of the celebration to kick-off the holiday season at the 28th Annual Parade of Lights!

Sincerely,

Steven Dahlmeier  
Program Director | Downtown Sioux Falls, Inc.





There will be six awards given out at the awards ceremony following the parade. Judging will take place in front of the Orpheum Theatre. You will be sent an information packet with a number assigned to your float. There will be two copies: one for the left side of the float and one for the pacer to hold up by the judging area. The number is only for the judges use - not the order in which the floats are lined up. More information on this will be sent with the information packet in November.

## Judging Categories

- **First Banks & Trust Hometown Pride Award:** This award will be given to the float that best represents hometown pride, no matter what community you are from!
- **Best Use of Lights:** This award is given to the float that shows the most ingenuity and engineering in light usage and special effects for visual appeal.
- **Spirit of Sioux Falls:** This award is for the float exhibiting the most public appeal, charm, and most creatively pleasing the crowd.
- **Mayor's Choice:** This award is given to the personal favorite of Sioux Falls Mayor Paul TenHaken (pending availability).
- **Downtown Sioux Falls Award:** This award goes to the favorite of the DTSF Board of Directors.
- **Best Workmanship:** This award is given to the float that displays outstanding craftsmanship, neatness, attention to detail, overall design and usage of color and materials.

## Sioux Falls Rental Companies

### ABC Rentals

1701 West 12th Street 605.331.3644

### Bierschbach Equipment and Supply

1101 South Lyons Avenue 605.332.4466

### Stan Houston Equipment

501 South Marion Road 605.336.3727

### Sunbelt Rentals

27134 South Park Lane Drive 605.221.0322

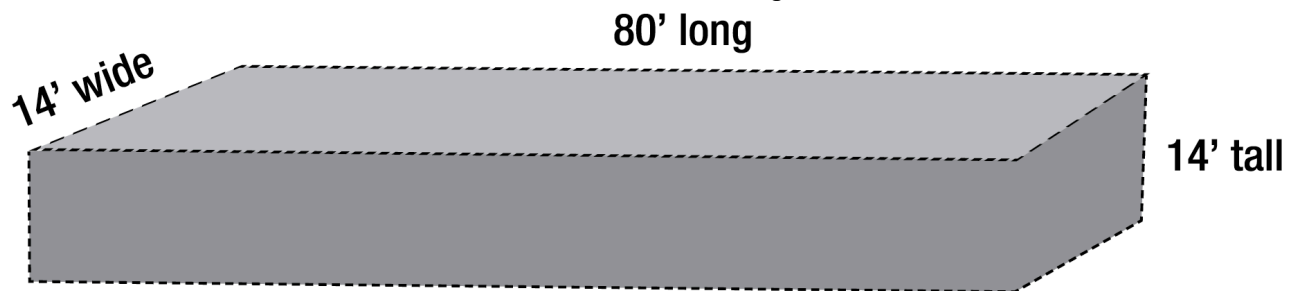
### United Rentals

1201 West 51st Street 605.336.3670



# Rules of Participation

1. All entry **registration forms and preliminary descriptions must be received** by Downtown Sioux Falls, Inc. (DTSF) by Friday, **November 1, 2019**, at 5:00pm.
2. A non-refundable entry fee of \$45 must accompany the registration form. There is no participation cost for Downtown Sioux Falls, Inc. members. Registration applications received after November 1, 2019, may or may not be considered for entrance and will incur a \$100 late fee.
3. **The theme for the 2019 Parade of Lights is "At the Movies"**. While it is not mandatory to stick to this theme, we strongly encourage you to find a way to incorporate a holiday movie into your float. Have fun with it!
4. A maximum of 70 entries will be accepted.
5. It is required that at least one walker accompany every entry. The walker must serve as a pacer for the float and will hold the entry number used for judging. All walkers should wear lights or glowing items.
6. No entry may include a live Santa Claus. Santa will be featured on his own float at the very end of the parade. Mrs. Claus, reindeer and elves are fine.
7. Participants are responsible for ensuring that all copyright permissions are sought and obtained in the event that they are using characters subject to such protection. Event organizers do not provide such consent and comply with all applicable laws governing copyright protection.
8. All entries must be well lit for evening viewing, using white and/or colored lights.
9. All floats are strongly encouraged to have live or recorded music. The music should be a festive holiday selection.
10. The total dimensions of the float cannot exceed the following measurements:



Unit dimensions depend on your display; however, entry requests smaller than 40 square feet require special approval. No large semis, tractors, buses, motor homes, campers or RVs.

**Continued...**



## Rules of Participation Continued

11. All entries must be self-propelled or motor vehicle pulled. Tow-vehicles must feature lights and be incorporated into the overall theme and design of the entry. Walking units must also be lit. No horses are allowed besides the horses pulling Santa at the end of the parade.
12. Every float and towing apparatus is encouraged to carry a fire extinguisher readily accessible to the operator.
13. Generators or batteries may be used to power lights and/or sound equipment - the energy source must be large enough to safely provide adequate power. Be sure to test your light display before the parade to ensure you have an adequate power supply. All entries using generators should attempt to muffle the generator noise so it does not drown out the music.
14. For the safety of spectators, **no items may be tossed from your float during the parade.** This rule is a City of Sioux Falls Ordinance, and violation may result in a ticket and fine. No crowd members may approach the float.
15. **Candy and balloons are not allowed to be distributed along the parade route.**  
*§ 96.190 DISTRIBUTION AT PARADES. No person conducting, managing or participating in any parade shall distribute or permit the distribution of any candy or balloons to persons in attendance during the parade.*
16. No confetti cannons.
17. **No alcohol is to be consumed in the staging area or along the parade route.**
18. Company logos cannot be the main focus or theme of the float. However, the entry sponsor's name should be prominently displayed on the sides or rear of the parade unit. Every entry should have a holiday theme.
19. No political campaigning activities are permitted in or during the parade. Downtown Sioux Falls, Inc. is a non-profit and as such does not endorse any political candidate, political party or political issue. Existing officeholders are invited to march in the parade to represent the office that they hold, but cannot promote themselves as candidates as part of that or any other unit. Candidates for public office who are not currently officeholders can participate in the parade but cannot be the focus, in part or in whole, of any unit. No political information of any kind may be handed out, promoted or displayed as part of any unit including political signs or shirts, political campaign advertising, literature, balloons, stickers, posters, hand-outs, flyers or billboards.
20. Entries will be lined up in the staging area before the parade on a first-come, first-serve basis. All entries must be cleared through registration and may enter the staging area beginning at 5:45pm.
21. No vehicles, except registered vehicles, will be allowed to enter the staging area at any time. All public parking ramps and lots will be open for personal vehicle use. Information on staging and the parade route will be emailed to accepted entrants at a later date.
22. Entries that do not meet parade standards will not be allowed in the parade. DTSF reserves the right to remove any entry from the parade at any time for any reason.



# Registration

**Registration Deadline: Friday, November 1, 2019**

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Float:

What type of entry? ☐ Float ☐ Single vehicle ☐ Walking Group ☐ Drumline

☐ Other (please describe): \_\_\_\_\_

What is the theme/name of your entry (will be provided to the judges):

\_\_\_\_\_

What are the dimensions of your entry: \_\_\_\_\_

What will you use as a tow vehicle (if applicable)? Please describe:

\_\_\_\_\_

\_\_\_\_\_

☐ We will have live animals. (No horses allowed.) Please provide a description including how they will be contained & clean up method:

\_\_\_\_\_

- ☐ Float will be skirted
- ☐ Float will be well lit
- ☐ Tow Vehicle will be well lit
- ☐ Walker(s) will wear lights
- ☐ Music will be incorporated (not mandatory, but strongly encouraged)

Please provide a sketch or picture of your entry along with a written visual and operating description of your entry and any other pertinent information. Electronic copies can be emailed to: [steven@dtmf.com](mailto:steven@dtmf.com)



# Registration Continued

The 28th Annual Parade of Lights has instituted a nominal nonrefundable fee to offset the costs of presenting a safe event.

- ☐ \$45 non-refundable entry fee enclosed (waived for DTSF Members)
- ☐ Entry description and sketch of entry enclosed

By signing below, I agree that I have read the Official Parade of Lights Packet and understand all regulations and the following statements: I understand that my entry fee is non-refundable.

A typed entry description and sketch must be submitted to Downtown Sioux Falls, Inc. (DTSF) at 230 South Phillips Avenue, #306, Sioux Falls, SD 57104 and must be pre-approved by the Parade of Lights committee. I will be contacted after my entry description is reviewed for approval. I will receive all information concerning the parade after my registration form and my entry form have been approved. All entries in the Parade of Lights 2019 must meet strict parade standards and follow established regulations. DTSF reserves the right to remove any entry before or during the parade.

## Liability

1. Downtown Sioux Falls, Inc. does not provide liability insurance for the protection of parade participants, spectators, vendors, or merchants engaged in these activities and does not assume or accept responsibility for claims filed as a result of them. Applicant participates at his/her own risk and responsibility and agrees to hold harmless Downtown Sioux Falls, Inc. from and against any and all claims, demands, obligations, causes of action and lawsuits and all damages, liabilities, fines, judgments, costs (including settlement costs), and expenses.
2. Downtown Sioux Falls, Inc. is not responsible for any personal property damage due to any cause, and by signing this application each unit agrees to assume responsibility for any damage involving their entry.

### **Please sign this agreement and mail, deliver or scan/email to:**

Downtown Sioux Falls, Inc.  
230 South Phillips Avenue, #306  
Sioux Falls, SD 57104  
605.338.4009 [steven@dtsf.com](mailto:steven@dtsf.com)

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Signed

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Date

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Printed Name



# Photo Release

I grant permission to Downtown Sioux Falls, Inc., and its agents or employees, to use photographs taken of me or anyone associated with my parade entry on November 29, 2019, during the Parade of Lights or subsequent award ceremony for use in publications such as brochures, newsletters, and magazines, and to use the photographs on display boards, and to use such photographs in electronic versions of the same publications or on dtsf.com website or other electronic forms or media, and to offer them for use or distribution in other publications, electronic or otherwise, without notifying me.

I hereby waive any right to inspect or approve the finished photographs or printed or electronic matter that may be used in conjunction with them now or in the future, whether that use is known to me or unknown, and I waive any right to royalties or other compensation arising from or related to the use of the photograph. I hereby agree to release, defend, and hold harmless Downtown Sioux Falls, Inc. and its agents or employees, including any firm publishing and/or distributing the finished product in whole or in part, whether on paper, via electronic media, or on websites, from and against any claims, damages or liability arising from or related to the use of the photographs, including but not limited to any misuse, distortion, blurring, alteration, optical illusion or use in composite form, either intentionally or otherwise, that may occur or be produced in taking, processing, reduction or production of the finished product, its publication or distribution.

I am 18 years of age or older and I am competent to contract in my own name. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I understand that I am free to address any specific questions regarding this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledgeable acceptance of the terms of this release.

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Name (please print)

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Date of Signing

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Signature







First Bank & Trust is proud to be your hometown bank. That's why we've partnered with Downtown Sioux Falls for the 28th Annual Parade of Lights. We're once again excited to sponsor the award:

## *FIRST BANK & TRUST* **HOMETOWN PRIDE AWARD**

This award will be given to the float that best represents hometown pride, no matter what community you are from! We look forward to the best Parade of Lights event yet! See you on November 29<sup>th</sup>!



### *HOMETOWN EXPERTS IN FINANCIAL SERVICES*

First Bank & Trust is part of Fishback Financial Corporation, one of South Dakota's largest privately-held bank holding companies with 23 locations in 18 communities in South Dakota and Minnesota.

Our organization has over 600 employees and a history that dates back more than 130 years. We all play a role in providing expert advice along with financial products and services that fit easily into your life.

We're proud to be family- and employee-owned and dedicated to giving back in our communities.



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