



Parade of Lights

Official Registration Packet 2020

Greetings,

On Friday, November 27, 2020, the **29th Annual Parade of Lights, presented by First Bank & Trust**, will light up the city and welcome in the 2020 Holiday Season! Holiday floats decorated with festive decorations and plenty of lights will line the streets of historic downtown for the public to enjoy the sights and sounds of the holidays! 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 29th year of this growing holiday tradition!

***NEW THIS YEAR* Due to COVID-19 regulations and guidelines we will be doing the parade a little different this year!** We are so excited to reverse the parade action – we will be lining Phillips Avenue with floats that will be stationary throughout the event and have the public walk the streets and sidewalks to take in all of the sights & sounds!

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 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!

Parade of Lights entries will still 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.

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 29th Annual Parade of Lights!

Sincerely,

Sarah Lovre
Event Coordinator | Downtown Sioux Falls, Inc.





There will be six awards given out following the parade. Judging will take place throughout the event. 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 right side so judges and the public can easily identify your float. 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. This award will be chosen by the public.
- **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

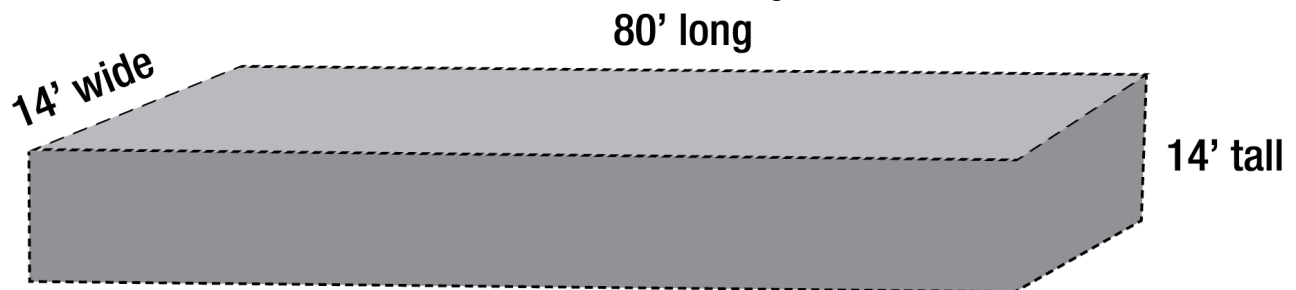
United Rentals

1201 West 51st Street 605.336.3670



Rules of Participation

1. All entry **registration forms and preliminary descriptions and dimensions of float must be received** by Downtown Sioux Falls, Inc. (DTSF) by Monday, **November 2, 2020**, at 5:00pm.
2. A non-refundable entry fee of \$30 must accompany the registration form. There is no participation cost for Downtown Sioux Falls, Inc. members. Registration applications received after November 2, 2020, may or may not be considered for entrance and will incur a \$100 late fee.
3. There **will not be a specific theme** this year, but all of the holiday and festive decorations and lights are encouraged throughout your display!
4. A maximum of 60 entries will be accepted.
5. The exact event start & end times have not be solidified, but plan for the event to be at least 2 hours.
6. It is strongly encouraged that your float has an attendant present throughout the event. An option is to rotate that attendant throughout the event if necessary. All floats must have an attendant present at least a half an hour before the end time in order to re-open the streets.
7. No entry may include a live Santa Claus. Mrs. Claus, reindeer and elves are fine.
8. 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.
9. All entries must be well lit for evening viewing, using white and/or colored lights.
10. Because the floats will be stationary this year, music (live or recorded) is not required, but welcome. The music should be a festive holiday selection. Please mark below if your float features music.
11. 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

12. 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.
13. Every float and towing apparatus is encouraged to carry a fire extinguisher readily accessible to the operator.
14. 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.
15. 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.
16. **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.*
17. No confetti cannons.
18. **No alcohol is to be consumed in the staging area or along the parade route.**
19. 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.
20. 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.
21. ***NOTE THIS IS A CHANGE*** We will be communicating leading up to the event regarding line up procedure – please check emails frequently and allow communication from DTSF in your inbox.
22. 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.
23. 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: Monday, November 2, 2020 - 5PM

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 is a main Feature of our Float

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: events@dtsf.com



Registration Continued

The 29th Annual Parade of Lights has instituted a discounted nominal nonrefundable fee to offset the costs of presenting a safe event.

- \$30 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 or emailed to events@dtsf.com 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 2020 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.
Attn: Sarah Lovre
230 South Phillips Avenue, #306
Sioux Falls, SD 57104
605.338.4009 events@dtsf.com

Signed

Date

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 27, 2020, 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.

Name (please print)

Date of Signing

Signature

