



## 2019 Brainerd 4th of July Celebration Parade Informational Sheet

**Thursday, July 4, 2019 | Parade Time: 4pm**

The Fourth of July Celebration including the parade is organized by Brainerd Community Action, a local non-profit corporation. The parade is one piece of the 4<sup>th</sup> of July Celebration that is used to help offset the costs for the entire celebration. Brainerd Community Action intends the parade to be a family event, suitable for children and family members through all the ages.

This year I'd like to challenge all parade floats to be as original as you possibly can. Be wacky, be silly, draw attention to your float, share your mission or overview of your business in unique ways that hasn't been done before!

*Make your best attempt at creativity, and you may be crowned the **2019 Most Innovative Float of the Year!***

### **ATTENTION NONPROFITS!!!**

BCA would also like to challenge more nonprofits to come out on Independence Day and network with thousands of people, many of which are the people we serve! *You never know, you might have the chance to win some prize dollars in your own category for the **2019 Most Innovative Nonprofit Float of the Year!***

**To ensure a successful parade and celebration, the Fourth of July Committee has adopted the following rules:**

- The parade is limited to 85 units. Participation will be denied to units registering after 85 units have been registered.
- The maximum length of each unit is 100 feet, except for high school bands, fire trucks, and special units.
- To be registered on the parade roster, all parade units must sign and return the attached "**Waiver Agreement,**" complete and return the entry form, and pay a fee (if applicable). Your space will NOT be reserved unless the waiver is submitted!
- **Parade entries will be accepted now until the deadline of June 21, 2019 at 5 pm.** Entries will be accepted on a first-come, first-served basis. Any notice of denial will be sent within ten working days of receipt. If your submission is postmarked or submitted electronically past June 21, 2019, and there is still space available for units, please add \$25 to your application fee. If you have questions regarding timeline, please contact Cassie Carey at 218.821.6975 to ensure there may still be space available.
- Candy and other items may **NOT** be thrown from any vehicles or floats at any time during the parade. Children picking up candy from the street are out of the line of sight for most large parade vehicles such as fire trucks and floats. **Walkers may hand out the candy or items along the parade route.** Candy throwing has presented a safety hazard and hindered the steady procession of floats.
- **Parade Entry Fees and other Donations:**
  - All commercial units must pay a \$100 entry fee.
  - The fee will be waived if a tax-deductible donation of an equal or greater amount of \$400 is made to the Fourth of July Celebration, 321 South 7<sup>th</sup> Street Brainerd, MN 56401!



- Nonprofit units will be FREE of charge this year! **NEW THIS YEAR WILL BE THE NONPROFIT PRIZE AWARD!**
  - *If your nonprofit would like to make a donation to help offset our annual costs for the 4<sup>th</sup> of July Celebration, you may do so at your own discretion!*
- Each political officeholder or candidate for a political office must pay a \$100 each (not by party affiliation) entrance fee, except for parade dignitaries.
- The parade will be open to expressions of support for political candidates, or public issues under the following guidelines:
  - Political officeholders or candidates for political office may participate in the parade, subject only to the content-neutral restrictions described in paragraph ten below.
  - Applicants who seek either to express support for political parties or candidates for office or to express opinions on public or political issues may participate in the parade, subject to the content-neutral restrictions described in paragraph ten below.
- Each horse unit is required to provide for "ROAD APPLE CLEANUP."
- All parade participants shall conduct themselves in a manner appropriate for a family audience of all ages, march in a peaceful and orderly fashion, and participate in a civil manner with respect to other participants and the public. Parade participants shall not use obscenity, profanity, defamation, threats, or fighting words.

The Fourth of July Parade will begin at 4 pm. An email of confirmation, route map, directions to access the staging area, the location of restrooms on the parade route, and the schedule will be sent to the week prior to the event! Before your entry may be registered, the attached forms must be filled out **completely** and returned to the Brainerd Community Action office.

We are still looking for volunteers to assist in the staging of the parade floats, security during the celebration, and much more. If you and/or your business would like your parade fee waived and are looking for great ways to engage with the community, now is the time! Connect with Cassie soon!

We look forward to reserving your space! Send your information to:

Brainerd Community Action  
C/O 4<sup>th</sup> of July Parade  
321 South 7<sup>th</sup> Street  
Brainerd, MN 56401

An electronic entry form can be sent to: [Cassie@BrainerdCommunityAction.org](mailto:Cassie@BrainerdCommunityAction.org)  
Office number: 218-829-5278 or Cassie's Cell: 218.821.6975

**WE THANK YOU FOR YOUR PARADE ENTRY!**

**THE BRAINERD LAKES AREA IS KNOWN FOR BEING THE 4<sup>TH</sup> OF JULY CAPITAL OF MINNESOTA, LET'S PROVE TO PARADE GOERS WHY! LOOKING FORWARD TO SEEING YOUR WACKY, ORIGINAL, FUN SPIRITED PARADE UNITS!**

*Cassie Carey*

Cassie Carey, Executive Director  
Brainerd Community Action



2019 Brainerd 4th of July Celebration
Parade Registration Form
Thursday July 4, 2019 | Parade Time: 4pm

- Yes, we would like to participate in the parade.
Yes, my \$100 fee is enclosed. All commercial units (any 'for profit' business) must pay a \$100 entry fee.
No added fee, I've already donated \$400 +; or attached is \$400 +!
No fee, I'm a nonprofit!
No fee, I'm a nonprofit, but attached is a donation to offset the costs of the 4th of July Celebration!
Yes, I have read and signed the waiver agreement (on the back of this form).

Name of unit displayed on banner (if any):
Sponsor's Name:
Contact Person: Telephone:
Mailing Address:
City: State: Zip:
Email:
Description of float or unit

Please indicate actual measurement of your unit: (length in feet)

Do you use music, PA, or other amplified sound? Yes No

Please provide additional comments for the announcer/judges. If you don't provide information about your business/nonprofit; the emcee will need to make something up! Please write a brief overview here!

Three horizontal lines for providing additional comments.

This form must be received at the Brainerd Community Action office NO LATER THAN 5pm on JUNE 21, 2019.

Brainerd Community Action
C/O 4th of July Parade
321 South 7th Street
Brainerd, MN 56401

An electronic entry form and waiver can be sent to: Cassie@BrainerdCommunityAction.org

Please feel free and call with any questions! Cassie's office: 218-829-5278 or Cassie's cell: 218.821.6975

