



## The Brainerd 4th of July Parade is BACK! Community Partner Parade Informational Sheet Sunday July 4, 2021 | Parade Time: 6pm

Each year Brainerd Community Action (BCA) hosts numerous annual events, that attract thousands of people into town and throughout our communities. Due to the lifting of the COVID restriction we are proud to announce that the 4<sup>th</sup> of July parade is returning this year! We understand that this is later notice than we may have otherwise provided. However, we are hopeful that you may join us in presenting what hopes to be the best parade we have offered in years.

**This year we are theming the parade with the celebration of Brainerd's Sesquicentennial (150<sup>th</sup> Anniversary) Celebration! We are hoping to celebrate the history of our area and all things that have made our community great over the past century and a half.** Floats and parade entries with this theme will be gladly appreciated as we focus on making a big splash with our parade's return but are not required.

Although this letter is reaching out to you specifically for partnering on the 4<sup>th</sup> of July Parade, we are excited for all of our opportunities for partnership and hope you may look to those also for consideration. If you'd like to learn more about the **Arts in the Park Community Corner, Community Empowerment Fund Grant Opportunity, BCA fiscal hosting for nonprofits and other community partners**, please connect with us to share your vision on how we might partner!

As a friendly reminder, this is a family event, suitable for children and family members of all ages. To ensure a successful parade and celebration, the Fourth of July Committee has adopted the following rules:

- 1) The parade is limited to 75 units. **Registration will be accepted on a first come first serve basis**, so ensure to get your group signed up early!
- 2) The maximum length of each unit is 100 feet, except for high school bands, fire trucks, and special units.
- 3) 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 the fee for participation.
- 4) **Parade entries will be accepted now until the absolute deadline of Monday June 28, 2021.** Entries will be accepted on a first-come, first-served basis. Any notice of denial will be sent within ten working days of receipt, or within three days after the close of the deadline if received after June 25, 2021 and will occur for reasons stated in a written denial notice, which are consistent with the criteria set forth herein.
- 5) 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.
- 6) Parade Entry Fees:

- **All commercial units must pay a \$100 entry fee.** New this year we are connecting businesses with area nonprofits to sponsor floats in their name. Contact us if you are interested in more information.
- All Nonprofit and or BCA community partners have a reduced fee structure of \$50, or **FREE** if they take part in the annual **Arts in the Park “Community Corner”** event!
  - (Contact Dave Badeaux at [Info@BrainerdCommunityAction.org](mailto:Info@BrainerdCommunityAction.org) to learn more)
- The fee structure may be waived if a donation or sponsorship for the event of an equal or greater amount of \$500 is made to the BCA Fourth of July Celebration, 321 South 7<sup>th</sup> Street Suite 105, Brainerd, Minnesota 56401. *(Reminder that all sponsorships and donations are tax deductible)*
- Fees collected in 2021 will offset the costs for fireworks and other areas for supporting the celebration including Arts in the Park as well as help in our annual **“Community Empowerment Fund”** grant opportunity!

7) **Each political officeholder or candidate for a political office must pay a \$100 each** (not by party affiliation) entrance fee, except for parade dignitaries. It is important to remember that parade patrons ask us regularly to limit these entries. We fully support our political candidates and welcome all, but recommend these entries go the extra mile to create a memorable float. A little extra goes a long way!

8) Each horse unit is required to provide for “ROAD APPLE CLEANUP.”

9) The parade will be open to expressions of support for political candidates, or public issues under the following guidelines:

- 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.

10) 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.

11) If you have interest in partnering further in the weekly communications leading into the 4<sup>th</sup>, please connect with us ASAP to reserve space on the advertisements!

**The Fourth of July Parade will begin at 6 pm this year. This is a later start than in previous years. Please make note of this change.** 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 you. Before your entry may be registered, the attached forms must be filled out **completely** and returned to the Brainerd Community Action office.

Brainerd Community Action

321 South 7<sup>th</sup> Street Suite 105, Brainerd, MN 56401

An electronic entry form can be sent to: [Info@BrainerdCommunityAction.org](mailto:Info@BrainerdCommunityAction.org)

Phone number: 218-829-5278 (office)

**We thank you for your registration and we look forward to partnering with you in the near future!**

Dave Badeaux

Executive Director



**2021 Brainerd 4th of July Celebration  
Parade Registration Form  
Sunday, July 4, 2021 | Parade Time: 6pm**

- Yes, we would like to participate in the parade.
- No Fee – Military, Law Enforcement, Government Agencies, Dignitaries. **Excludes political parties & politicians.**
- Yes, my \$100 fee is enclosed. All commercial units (any 'for profit' business) must pay a \$100 entry fee.
- No fee, I've already donated \$500 +
- Reduced fee of \$50 is enclosed, as I am a nonprofit
- No Fee, I am a nonprofit community partner also in the Arts in the Park Community Corner event.
- Payment is a barrier for my organization, and I would like to volunteer in some capacity to reserve my space within the parade, I will look forward to hearing from you in how we can partner!
- 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.

*Judges will select 1st and 2nd place and Best of Parade - use back for more space)*

\_\_\_\_\_

- **This form and full payment are due by 5pm on Friday June 25, 2021.**
- **Any community partner who misses the initial deadline, should provide an additional payment of \$25, and submit prior to Monday June 28, 2021. Spaces are limited and will fill up.**
- **No late entries past the final deadline will be accepted.**
- **Please connect with Dave directly if you have any questions, and submit paperwork and payment to:**  
Brainerd Community Action  
321 South 7<sup>th</sup> Street Suite 105, Brainerd, MN 56401
- **An electronic entry from can also be se sent to: [Info@BrainerdCommunityAction.org](mailto:Info@BrainerdCommunityAction.org)**
- **Phone number: 218.829.5278 (office)**

