

2022

# WHOOOP-UP DAYS PARADE APPLICATION - 2022

**TUESDAY, AUGUST 23, 2022**

[whoopupdays.ca](http://whoopupdays.ca)

**Terri Nielson | Event Coordinator**

LETHBRIDGE & DISTRICT EXHIBITION

P: 403-328-4491 Ext.222 | C: 403-809-1897 | F: 403-320-8139

3401 PARKSIDE DRIVE SOUTH LETHBRIDGE, AB T1J 4R3

# PARADE APPLICATION

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## INFORMATION

The Whoop-Up Days Parade is the kick-off to Lethbridge & District Exhibition’s annual Whoop-Up Days. A yearly tradition, this year our focus is on celebrating our 125<sup>th</sup> Anniversary – looking back on the rich history that the Lethbridge & District Exhibition has grown through, and on the 125 years ahead as we create new beginnings and traditions to offer the City of Lethbridge. Attended by thousands, the city streets are lined with kids of all ages who are excited to take in the sights of a local parade and kick off one of the summer’s largest festivals.

This year, our theme will be 125 years through history – if your business or organization has been around as long as we have, we would be honoured to showcase not only the history of the city but the businesses and programs that made it what it is today! The parade is a community-based event designed to encourage families and visitors to celebrate our city and kick off our annual Whoop-Up Days. As such, all entries must carry a message of goodwill and be free from personal opinions.

The effort you put into your entry will be talked about long after the parade has ended. Get creative, search the web for great examples and add your own inspired magic!

*Please read through the application carefully, as details may have changed.*

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## PARADE ROUTE

As in 2019, we will be returning to our traditional parade route along 3<sup>rd</sup> Avenue and 13<sup>th</sup> Street N, beginning at Park Place Mall, and ending at the Galbraith Elementary School.

The confirmed details will be sent along with your Welcome Package once your parade application is accepted.

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## REGISTRATION PRICING AND DEADLINES

|                          | EARLY BIRD           | FINAL DEADLINE         |
|--------------------------|----------------------|------------------------|
| Deadline to Register     | Friday, July 8, 2022 | Friday, August 5, 2022 |
| Not-For-Profit Entry Fee | FREE!                | \$10                   |
| Commercial Entry Fee     | \$50                 | \$60                   |

\* Deadline will take place on August 5, 2022 or when 125 applications have been received, whichever comes first.

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## REGISTRATION CHECKLIST

Please complete and sign the registration form attached and include the following information with your registration. Please Note: **Registration will not be processed unless it is fully completed.**

- Completed registration form, including:
  - Parade application, entry information and signature completed in full
  - Entry fee payment (if applicable)
- Commentary information
- Photo or detailed sketch of the entry
- A Certificate of Insurance as evidence insurance is maintained for your entry and all your entry participants. This includes:
  - Comprehensive General Liability Insurance with a minimum of \$2,000,000
  - If vehicles are used in your entry, Automobile Liability Insurance with a minimum of \$2,000,000
  - Your insurance must name "Lethbridge & District Exhibition" & the "City of Lethbridge", as additional insured
- Agree to and understand that the entry must be at least 80% decorated (including the tow vehicle and tow bar)
- Agree to and understand "Rules and Regulations" and "Parade Safety".

Please feel free to contact me if you have any questions. We look forward to seeing you this summer.

**Terri Nielson | EVENT COORDINATOR**  
LETHBRIDGE & DISTRICT EXHIBITION  
P: 403-328-4491 Ext.222 | C: 403-809-1897 | F: 403-320-8139  
Terri.Nielson@agrifoodhub.ca  
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**PARADE APPLICATION**

PLEASE COMPLETE THE ENTIRE FORM (CLEARLY PRINT OR TYPE)

|                             |  |             |  |
|-----------------------------|--|-------------|--|
| ORGANIZATION/ ENTRY NAME    |  |             |  |
| CONTACT (FIRST & LAST NAME) |  |             |  |
| HOME PHONE                  |  | CELL PHONE  |  |
| WEBSITE                     |  | FACEBOOK    |  |
| E-MAIL                      |  |             |  |
| ADDRESS                     |  |             |  |
| PROVINCE                    |  | POSTAL CODE |  |

**PARADE ENTRY INFORMATION**

|                             |  |
|-----------------------------|--|
| NUMBER OF PEOPLE IN ENTRY   |  |
| LENGTH OF ENTRY             |  |
| CATEGORIES (PLEASE SPECIFY) | <input type="checkbox"/> CHILDREN & YOUTH (200) - Children & youth organizations<br><input type="checkbox"/> THEME/HISTORICA (300) - All historical-related entries pertaining to our theme<br><input type="checkbox"/> COMIC & NOVELTY (400) -Smaller individual entries that are just for fun<br><input type="checkbox"/> SMALL COMMERCIAL (500) - 19 or fewer employees<br><input type="checkbox"/> EQUINE (600) -Pooper scooper required<br><input type="checkbox"/> VISITING (700) -All entries outside of Lethbridge<br><input type="checkbox"/> LARGE COMMERCIAL (800) - 20 or more employees<br><input type="checkbox"/> COMMUNITY (900)- Not-for-profit organizations |

**PAYMENT**

ALL PAYMENTS (IF APPLICABLE) ARE DUE WITH APPLICATION. NO REFUNDS.

|  |                |  |
|--|----------------|--|
| EARLY BIRD (SUBMITTED PRIOR TO JUNE 26) - NOT-FOR-PROFIT / \$ 0.00 | FREE           |  |
| EARLY BIRD (SUBMITTED PRIOR TO JUNE 26) - COMMERCIAL \$50.00       |                |  |
| NOT-FOR-PROFIT \$10.00   |                |  |
| COMMERCIAL \$60.00   |                |  |
|  | SUB TOTAL      |  |
|  | ADD 5% GST     |  |
|  | CONTRACT TOTAL |  |

**Payment & Agreement**

No application will be processed unless it is completed in full, including applicants' signature.

**BY SIGNING THE CONTRACT BELOW, I AUTHORIZE LETHBRIDGE & DISTRICT EXHIBITION TO PROCESS THIS APPLICATION AND ALL FORTHCOMING AMOUNTS (IF APPLICABLE) RELATED TO THIS APPLICATION.**

| PAYMENT TYPE  | CREDIT CARD INFORMATION   |
|---|---|
| <input type="checkbox"/> Credit Card<br><input type="checkbox"/> Cheque Attached<br><input type="checkbox"/> Cash/Debit Card/Other<br><input type="checkbox"/> E-Transfer | Credit Card (MC/V)# _____ Expiry _____ CVV _____<br>Invoice# WUD0820 Ex Park GST #R123172801 PID # AA03FUU41<br><b>**E-TRANSFER INFORMATION: EMAIL: <a href="mailto:payments@exhibitionpark.ca">payments@exhibitionpark.ca</a>, PASSWORD: Expark, COMMENTS SECTION: List</b><br>Business name & the event _____ |

THE PARADE ENTRY IS SUBJECT & BOUND TO ALL PARADE RULES & REGULATIONS. THE APPLICANT, HAVING READ THE ATTACHED POLICIES, RULES & REGULATIONS UNDERSTANDS THEY FORM PART OF THIS CONTRACT, AS ENTERED INTO WITH LETHBRIDGE 7 DISTRICT EXHIBITION.

|       |       |            |
|-------|-------|------------|
| DATE: | NAME: | SIGNATURE: |
|       |       |            |

**OFFICE USE ONLY:**

Amount received with Application: \_\_\_\_\_ Balance Due: \_\_\_\_\_  
 Booth# \_\_\_\_\_ EP: \_\_\_\_\_ DB: \_\_\_\_\_ Finance: \_\_\_\_\_ Mapped: \_\_\_\_\_ CP: \_\_\_\_\_

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## COMMENTARY AND PHOTO / SKETCH

Please provide a short commentary (25 words or less) for Shaw TV about your entry.

*Please note: Not all commentaries will be read in full and not all floats will be mentioned.*

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## PHOTO OF ENTRY

Please don't forget to include a photo or detailed sketch of your entry.

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# RULES AND REGULATIONS

## **2022 THEME: 125 Years**

Parade entries should bring value to the audience and therefore need to be of quality, be family friendly, entertaining, inclusive and must carry a message of goodwill. Entries that promote negative role models, or are distracting, offensive or polarizing opinions or beliefs are not permitted. No entry may depict anything controversial, religious, or otherwise offensive. Determination is at the sole discretion of the parade committee.

### **TIME:**

**PLEASE NOTE:** The start time of the parade will be one hour earlier than what is has been historically. The parade will kick off at 9:00am sharp. Exact details on schedule and when to arrive will be released shortly.

### **REGISTRATION DEADLINE**

Lethbridge & District Exhibition must receive your application with a full description including a photograph or rendering and signature to be accepted. For **EARLY BIRD** pricing, we must receive your application by **Friday, July 8**. The final deadline is **Friday, August 5** (or when 125 applications have been received).

### **INSURANCE**

All entries must provide a Certificate of Insurance, as evidence insurance is maintained for your entry and all your entry participants. This includes:

- Comprehensive General Liability Insurance with a minimum of \$2,000,000.
- If vehicles are used, Automobile Liability Insurance with a minimum of \$2,000,000.
- Your insurance must name "Lethbridge & District Exhibition" & the "City of Lethbridge", as additional insured.

### **PARKING**

Parking is always one of our biggest issues on parade day. There is **no parking** in the mall parking lot and parking will be on a first come/first served basis in the downtown area. We strongly suggest that you meet your party at another location and ride together to the marshaling area.

### **DROP OFF ONLY AREA**

Details will be provided in your confirmation package. We strongly encourage that you meet your party at another location and ride together to the marshaling area. For safety reasons there will be no drop off of parade participants at Park Place Mall or Toys R Us.

### **MARSHALING AREA**

The parade entrance is 1st Ave South & 3rd St between the old Sears building and Toys R Us\*. Only entries that have a category card issued by LDE will be allowed in this area. All

entrants will be communicated the official start time and schedule as soon as possible. All instructions made by parade Officials must be obeyed. Failure to do so may result in removal from the parade and you will not be allowed in future parades. There is a ZERO TOLERANCE for abusing or harassing our volunteers.

\* Please note that the marshalling area may be subject to change at which time participants will be notified.

### **MAXIMUM ENTRY DIMENSIONS**

- Maximum of one vehicle per entry
- No more than 45 feet in length
- No more than 15 feet in height (from ground level) to ensure your entry will be able to fit under the 13th Street underpass.

### **JUDGING**

- Details on time will be provided through the confirmation package once confirmed.
- YOUR CATEGORY CARD MUST BE VISIBLE AT ALL TIMES ON THE RIGHT PASSENGER SIDE OF YOUR ENTRY

### **ALL PARADE ENTRIES**

Not-for-profit and commercial entries are welcome, as long as it is done tastefully, and the commercial message does not dominate the entry. The purpose of a parade is to entertain as such entries should bring value to the audience and therefore need to be family friendly, entertaining, inclusive and inspiring. Entries that promote negative role models, or are distracting, offensive or polarizing are not permitted. No entry may depict anything political, controversial, religious or otherwise offensive. Determination is at the sole discretion of the parade committee. The Parade Committee reserves the right to reject any entries. If you are unsure about your entry or how it may be presented, please e-mail Margot at [margot.penno@agrifoodhub.ca](mailto:margot.penno@agrifoodhub.ca).

### **ALCOHOLIC BEVERAGES & PROHIBITED DRUGS**

Alcohol and prohibited drugs are forbidden. Participants whom our parade Officials believe have consumed alcohol or prohibited drugs prior to or during the parade will be removed and not be accepted in future parades.

### **SMOKING**

Will not be permitted on any float or horse entry on the parade route.

### **PARADE POSITION**

Will be chosen by parade officials, on a first-come, first-served basis. In all situations, parade officials have the final decision.

### **EQUESTRIAN ENTRIES**

Drop off instructions and directions for Equine entries ONLY will be communicated once determined. Please make sure that you have a pooper scooper to clean up any messes.

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## PARADE SAFETY

1. It is prohibited to throw items including candy or squirting water guns. You may walk to the side of the road to hand out items to spectators instead of throwing. Please have a designated person to refill the walkers to ensure the public does not run out into the parade route. Violators will not be allowed to submit an entry for the following year.
2. Be sure your vehicle is in proper working condition.
3. Be sure the driver has proper visibility and ventilation.
4. Each float rider must have appropriate body support, seat belt or handholds bolted to the float. The use of railings around the perimeter of the deck is recommended. Skateboarders, roller blades, and bikers must wear helmets and protective gear and are NOT allowed to be towed by any float or vehicle.
5. All motorized vehicles and self-propelled floats must have a minimum 10lb, chemical fire extinguisher, inspected in accordance with NFPA Article 10 within the last year, charges, sealed and tagged to indicate date of last service.
6. No entry may be more than 15 feet in height (from ground level) to ensure it will be able to fit under the 13th Street underpass.
7. Provisions for emergency towing must be made available on all motorized entries (i.e. towing hook and chain) and all hitches must be properly equipped with a safety chain.
8. The ultimate responsibility for safety lies with each individual entry. Entries must comply with all rules and regulations, safety codes, manufacturer's recommendations, and similar standards.

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## REGISTRATION SUBMISSION

We look forward to seeing you at the parade! Please return COMPLETED applications via email or in person, along with all additional requirements listed in the registration check list to:

**Terri Nielson | EVENT COORDINATOR**

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