

# 175th Anniversary Parade, Sponsored by Bank of New Glarus – **GUIDELINES** Saturday, July 31<sup>st</sup>, 2021 – 10:30am



***The mission of the parade is to honor the area's Swiss heritage as well as to provide entertainment.  
Entries deemed unsafe, overly commercial, or inappropriate will not be accepted.***

1. No semi tractors or other large trucks are allowed to pull floats. The following tow vehicles ARE allowed: pickup trucks, utility vehicles, cars horses and small or medium sized tractors
2. Business, group and club entries are limited to those located in Green County. Exceptions MAY be made for affiliations with the Swiss heritage or New Glarus theme (at discretion of parade committee).
3. THEME: Floats or Units MUST be decorated and/or signed to reflect one of the following: cheese, dairy farming industry, or Swiss heritage. Entries not following theme information they have specified on application will be removed from the parade line-up at the discretion of the parade committee.
4. Floats MUST be completed (built and decorated) before arriving to parade for lineup.
5. NO HANDING OUT OF LITERATURE OR PAPER. Individuals accompanying units on foot may hand out treats/gifts (candy, pencils, etc). Any unit found distributing paper literature will be removed from the parade. Indicate on your application the items you intend to distribute.
6. Due to safety concerns – ONLY ONE DRIVER PER TRACTOR (no riders!) – this will be strictly enforced.
7. Antique cars are generally not allowed unless being used to transport dignitaries on behalf of the parade.
8. No advertising is allowed other than a sign displaying the sponsor's name or business logo. All other advertising on unit or tow must be covered unless the advertising on the vehicle is also the sole sponsor of the unit.
9. If your unit includes people walking, they must be able to keep up with the pace of the parade! The route is 2 miles long. If you are handing out items and start to fall behind, we ask that you please stop handing out and catch up. For the enjoyment of viewers, please try to stay within a reasonably close distance to the unit ahead of yours.
10. No consumption of alcoholic beverages or smoking around parade entries or while on parade route.
11. No political officer holders, political parties or candidates allowed in parade.
12. If you send an application and it's NOT accepted, you will be notified as soon as possible.
13. Entries are due by May 15<sup>th</sup>, 2021, selected applicants will be notified by June 1<sup>st</sup>, 2021. Confirmation letters with Division and Unit assignments will be sent out in early July. Lineup will also be posted to the [swisstown.com](http://swisstown.com) website.

**Questions? Call 608-527-2095 or email [info@swisstown.com](mailto:info@swisstown.com)**