



Edina's great 4th of July Parade will take place on Saturday, July 3rd, 2021.
If you would like to participate in the parade, your registration must be completed by June 1st.
You will be advised of participation by June 15th.
Please read this complete document prior to registering.

SELECTION PROCESS

The Edina Parade Committee must receive all completed applications and supporting documentation by June 1, 2021. Incomplete applications or applications received after this date may not be considered. Further, failure or refusal to provide satisfactory *proof of insurance* will result in rejection of your application.

- The Parade Committee will notify applicants of whether or not their entry has been accepted no later than June 15, 2021.
- The Parade Committee reserves the right to reject any application considered by the Committee to be inconsistent with the goals, values and objectives of the Parade.
- All parade entrants are encouraged to parade, and to embrace the theme which will be determined soon. Entries that involve the parade theme or have entertainment value are preferred.
- The parade is limited to approximately 100 entries. Entries will be limited to a maximum of 30 feet of staging space on Willson Road, unless exceptions are pre-approved by the Parade Committee. Entries must be designed to maintain no more than 50 walking spread on the parade route, unless exceptions are pre-approved by the Parade Committee.

All decisions of the Parade Committee are binding and final

The Parade Committee may limit the number of entries or the size of entries based upon Category or Type in order to promote the overall balance of the Parade. The Parade content guidelines are: Entertainment (70%); Community, Political, and Sponsoring Business (30%).

GENERAL PARADE RULES

- All participants are responsible for ensuring that the design and operation of their entry is safe and reliable.
- Vehicles must continue moving and not stop to wait for walkers in their unit; walkers must keep place with their vehicle.
- Participants may not get on or off of a moving float or moving vehicle at any time during the Parade.
- Participants may not throw any item from a moving vehicle or float. Walkers may distribute candy, coupons, flyers, stickers or other items. If items are thrown from your float or vehicle, it may/will adversely affect your placement in the following year's parade. Liability for injuries by thrown items will be covered by the participant.
- Water guns or any projectiles are prohibited.
- Loudspeakers or voice amplifiers are not permitted
- Children in the parade must be adequately supervised.
- Applicants are required to ensure the safety of persons riding on floats or motorized vehicles.

- Participants on bicycles, scooters, skates, skateboards, etc. must wear proper safety equipment.
- Motorized vehicles must maintain a safe distance between units.
- All performances must be conducted while moving. Extended static or “stand still” performances create lags in the parade which detract from the quality of the event.
- No changing places in the parade lineup
- Smoking or the consumption of alcohol or prohibited drugs is strictly prohibited.

POLITICAL ENTRY RULES

- Office-holder and candidate units are limited to 10 people and a vehicle or a float
- Political party units are limited to 50 people and a vehicle or float.

RELIGIOUS ENTRY RULES

- Entry participants shall not personally advance religious opinions to individuals in the parade audience.
- Entrance to the parade may be denied to non-Edina organizations.

ANIMAL ENTRY RULES

- Animals participating in the parade must be kept under control. If you cannot control your animal, or its presence presents a safety issue, please leave the parade with your animal rather than risk a potential problem.
- Entries involving animals of any kind must provide for their own clean-up or “pooper-scooper” immediately following their entry,

USE OF PHOTOS OR IMAGES

- The Edina Parade Committee employs a photographer to capture the Parade event. With your participation application and/or participation in the parade, you agree that the City of Edina, the Edina Community Foundation, and The Edina Parade (committee) may use you/ your organization’s image(s) for publicity, marketing, online and on printed pieces. The above noted entities will NOT sell your image to any other organization for use, OR make you/your organization’s image(s) freely available to any other entity,

SPONSORSHIP OPPORTUNITIES

To participate in the parade, business must be sponsors of the Edina Parade. For more information about becoming a sponsor, please contact us at erivers@edinacommunityfoundation.org. All parade sponsors are eligible to receive a discount on Edina Magazine advertising. Contact Brooke Beise at 612.548.3208.

Brooke.Beise@tigeroak.com. All sponsors will be recognized in the July issue of the Edina Magazine. All sponsorships are due by May 15th.

The options for sponsorships are outlined below.

Presenting Sponsor/Hometown Hero Level

A contribution of \$5,000 offers a custom benefit package to be defined by the Sponsor and the Parade Committee. This level is available on a limited basis each year.

Bleacher/Hometown Champion Level

A contribution of \$2,500 offers a _____

Gold Level Community Patron

A contribution of \$1000 provides the following benefits:

- Company name and logo on all promotional efforts related to the parade, including the website.
- Banner provided by Edina Community Foundation with name and logo to be carried in the parade preferably by representatives from your business (option to provide own banner if desired).
- Parade participation - the opportunity to provide a parade entry such as a vehicle or float with representatives from your company.
- Recognition in Edina Magazine (name and logo)

Silver Level Community Patron

A contribution of \$750 provides the following benefits:

- Company name and/or logo on all promotional efforts related to the parade, including the website.
- Banner with company name and logo to be carried in the parade by representatives from your business (option to provide own banner if desired).
- Parade participation - the opportunity to provide an entry in the parade such as a vehicle or float carrying representatives from your organization.
- Recognition in Edina Magazine (name only)

Bronze Level Community Patron

A contribution of \$500 provides the following benefits:

- Company name and logo on the parade website sponsors page
- Recognition in Edina Magazine (name only)

*The Parade Committee and the community are grateful for your support of the parade.
We ask that you blend your commercial message with the theme of the parade.*