



# THE BRAMPTON BOARD OF TRADE 2017 SANTA CLAUS PARADE

SPONSORED by:  
The Rotary Club of Brampton  
Downtown Brampton BIA  
The 407 ETR



 Downtown  
Brampton BIA

[www.bramptonsantaclausparade.com](http://www.bramptonsantaclausparade.com)

Date: Saturday, November 18, 2017

Time: 5:00 p.m.



## ENTRY REGULATIONS

**PARADE THEME: 'T WAS THE LIGHTS BEFORE CHRISTMAS**

Applications must be submitted online by October 13, 2017. Full payment must be submitted no later than October 13, 2017; made payable to the Brampton Santa Claus Parade Committee. Payment must be sent to The Brampton Board of Trade, 36 Queen Street East, Suite 101, Brampton, Ontario L6V 1A2. Phone: (905) 451-1122. Submissions received after this date will not be considered for this year's parade.

**All entries must be received by October 13, 2017**

Any cancellations must be received in writing by October 31, 2017.

### ENTRY FEES (per vehicle):

Large Corporations (>50 employees) \$750	Small Business (≤ 50 employees) \$450	Community Groups (not for profit) \$300
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### PROPOSED ENTRY INFORMATION REQUIREMENTS

FLOAT TYPE



LENGTH: Measure length from bumper to bumper. Curb space is tightly allocated

**\* Refer to Rule B7**

MARCHERS: We need to know how many marchers you propose. Maximum allowed is 15

**\*Refer to Rule D2**

SOUND SYSTEM: We must have this information for proper placement in Parade Order

**\* Refer to Rule D5**

DESCRIPTION: Full description of entry must be provided on application form

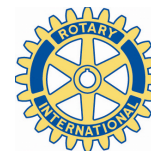
### WAIVER RELEASE AND INDEMNIFICATION

In consideration of the Santa Claus Parade Committee's accepting this entry, I, myself, my heirs, executors, administrators, successors and assigns do hereby remise, release and forever discharge, waive and save harmless, protect and keep indemnified the Peel Regional Police Force, the City of Brampton, The Brampton Board of Trade, members of the Santa Claus Parade Committee, all parade volunteers, and any and all clubs, associations, sanctioning bodies and sponsoring companies, participants, competitors, entrants, officials, servants and representatives from and against any and all kinds of actions, claims, costs and expenses and demands in respect of death, injury, loss or damage, to my person or property, howsoever caused arising out of my (or my child's or representatives) participation in, both during and subsequent to this event and notwithstanding that the same may have been contributed to or occasioned by the negligence of any of the aforesaid. I attest that by submitting this entry, I acknowledge having read and agreed to the above waiver, release, and indemnification.



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## BEFORE THE PARADE:

- B1. There shall be only **ONE SANTA CLAUS** and he will ride on the Brampton Board of Trade Santa Claus float at the conclusion of the Parade.
- B2. All entries shall be decorated to the Parade standards.
- B3. All entries shall submit a description of the float/entry **WITH** the submission of the online entry application. This description should detail the construction and make-up; plus background and theme of the entry. This description will be used by the Entry Evaluation Committee to determine the entry approval.
- B4. If the float is drawn by a truck or tractor, the cab must be **at least** 80% decorated.
- B5. All vehicles and floats shall be inspected for SAFETY and DECORATION prior to entry into the Marshaling area.
- B6. Each entry must provide its own **insurance coverage** and agrees, by participating in the Parade, to hold The Brampton Board of Trade, The Brampton Santa Claus Parade Committee, and the Corporation of the City of Brampton free of liability for any accident or injury caused by or involving a unit and its vehicles, animals, or people.
- B7. We ask that you pay particular attention to the **length, width AND height** of your entry when completing this portion of the application. Measurements must be accurate – No guessing! Space in the Marshaling area is limited and incorrect measurements (which tend to be short) cause significant issues as the Parade assembles.  
Length is to be calculated from the front bumper of the “pulling” vehicle to the rear bumper of the float. Your overall length measurement **must include the vehicle pulling your float** – entrants often forget to include this important part of their entry. The height restriction is 12'0” and is to be calculated from the road surface to the highest point of the float. Also, if your entry is wider than a standard tractor-trailer width, please advise us accordingly on your application.

If your entry is longer, wider or higher than the measurements you have supplied, **you may not be permitted to enter the parade due to space restrictions and safety concerns.**



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## CONSTRUCTION OF THE FLOAT:

- C1. All entries shall be decorated with lighted materials.
- C2. There shall be **NO OPEN FLAMES.**
- C3. Floats must be safe. There shall be no sharp edges or protruding nails.
- C4. Railings or handlebars must be provided for all riders who are standing. All children must be seated and be secured in their seats. **There shall be no exceptions!**
- C5. In the event of emergency, the driver and all people on the float must be able to get off the float immediately.
- C6. Floats shall have decorating skirts covering the sides of all vehicles to the axle height. You might also consider a "low-riding" trailer as the bed of a standard flatbed trailer is not readily visible to children standing or sitting along the route.
- C7. All drivers shall be licensed to drive the vehicles they are operating.
- C8. All floats shall have a minimum of one Fire Extinguisher (ABC - 10-lb. capacity minimum). Safety chain and safety hitch chains are required on all floats. Fire Extinguisher(s) shall be easily accessible whether on the float or at street level. The driver of the vehicle and the entry manager(s) must be aware of extinguisher location(s); as well as trained in its use.
- C9. Towing vehicles shall be in good mechanical condition and be properly fuelled and serviced prior to the Parade.
- C10. Animals shall be parade broken with a cleanup crew provided. The participant takes full and sole responsibility for any animals and any actions of the animals participating in the Parade.
- C11. The driver must have clear vision ahead and to the sides.
- C12. Generator and/or vehicle exhaust pipes shall extend beyond the decorations.
- C13. All powered equipment shall be CSA/UL approved and in good working condition.
- C14. As silly as this may seem --- please ensure your parade vehicles and generators have a full tank of gas on parade day. We include this reminder due to past unhappy experiences.



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## DURING THE PARADE:

- D1. Any entry not passing the advance SAFETY and STANDARDS inspection will not be allowed to participate in the parade.
- D2. All entries shall conduct themselves in an orderly fashion. Marchers shall walk behind the entry — **NOT IN FRONT OF IT**. All participants shall be dressed in parade theme attire. **The number of Marchers is limited to 15.**
- D3. There will be **NO STOPPING or REVERSING** once the Parade is underway. Marchers who stop or slow down to perform along the Parade route seriously affect the spacing and integrity of the Parade. Any Marchers causing delays shall be pulled out IMMEDIATELY! At the start of the Parade each entry will be spaced appropriately by the Chief Parade Marshal. Entrants will do their utmost to maintain the pace of the Parade, as set; as well as the minimum (50') and maximum (100') distance between them and the entry in front of them – for the duration of the Parade. Parade Marshals may require you to slow or stop for SAFETY reasons. This is the only time stopping is permitted! The driver and manager(s) of your entry must be aware that they are to follow the instructions of the Parade Marshals at all times.
- D4. PARTICIPANTS ARE **NOT ALLOWED TO THROW OR DISTRIBUTE ANYTHING ALONG THE PARADE ROUTE**. If any entry throws items from the float, or attempts to distribute items, Parade Marshals have the authority to pull the entry from the Parade IMMEDIATELY!
- D5. Although music is no longer mandatory on floats, it is preferred. If music is part of your entry, it **must be Christmas music**. Speakers must be situated so they are facing out to the sides of the float; and **NOT** facing toward the front or rear. Please give consideration to the entry that may be behind or in front of you!
- D6. The Committee will provide a professionally prepared banner for each entry. **Each entry must supply two banner carriers, dressed in costume**, who will operate under direction of a Parade Marshal and follow our Parade rules and regulations. Your banner will be produced using the name of your entry **as recorded in the "organization name" section in the Parade Management System**. No other banners or signage shall be permitted.



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## WINNING ENTRIES:

E1. Winning entries will be notified and identified in the Brampton Guardian.

## OTHER:

F1. Parade route and marshaling instructions will follow after approval of registration.

F2. Generator Availability: There are a number of businesses in Brampton that can supply you with a generator, should you need one (e.g. United Rent-All/Altra Rentals Limited (905) 459-3701). Please contact the Brampton Board of Trade, or consult their membership directory for this information.

## NOTE:

G1. All rental companies are quite willing to assist in calculating the size of generator required when supplied with information about the float entry.

### Calculations:

All light bulbs, etc. have a wattage rating.

Typically Christmas lights are 5 watts or 7 watts each. Therefore a string of 25 x 5-watt bulbs is 125 watts.

To calculate the size of generator required, add up all of the lighting load - i.e., 10 strings of 25 X 5-watt bulbs (125 watts per string) = 1250 watts, or 1.25 kilowatts (kW). This is the minimum size generator required.

Other equipment, such as a sound system will have the wattage on the unit. This must also be added into your calculations of required wattage.

## Direct all Enquiries to:

[santaclausparade@bramptonbot.com](mailto:santaclausparade@bramptonbot.com)



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## **SCRIPTING WHO ARE YOU??**

Your entry may appear on a Media Broadcast.

In addition to the information provided to the Entry Evaluation Committee you are requested to provide a script for the Media broadcast so that your group can receive the full attention that it deserves.

Your script should be about 10 lines in length (using a size 16 font) and illustrate your group's entry with particular attention to your involvement in the community, company services, awards, number of time in the Parade, etc... Please refrain from "advertising" as this content will be edited. You can put additional information in a "Notes" section. The commentators will read these notes if time permits.

Compose your script in the third person (as if you are the announcer) and close out your script with a Christmas greeting. We have included an example of a good and bad script.

Please note that your script will be reviewed for content and may be edited for content and/or length. Once your script has been filed, the Committee will not accept any changes to it. So, please give your script careful consideration as to content prior to submitting it. **If your script is not received by the due date, the Parade Committee will not guarantee its use during the media broadcast.** Unfortunately, there are no exceptions or extensions to this rule due to broadcasting requirements.

As much as it is our intent, **please note that the Brampton Board of Trade Santa Claus Parade Committee cannot guarantee that your Entry will be seen on the broadcast.**

Scripts must be sent by e-mail to  
[santascripts@bramptonbot.com](mailto:santascripts@bramptonbot.com)

**Faxed scripts will not be accepted**  
**This information is required by October 31, 2017**



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## SCRIPT SAMPLES

### GOOD SCRIPT

#### Hydro One Brampton

It's a Sesame Street Christmas from Hydro One Brampton!

Here come the characters from Sesame Street – Cookie Monster, Bert & Ernie, The Count, Elmo, Oscar the Grouch and Big Bird all waving to Hydro One Brampton customers!

This is Hydro One Brampton's 16<sup>th</sup> year of participation in the Brampton Board of Trade's Santa Claus Parade. The utility has been presented with a total of 12 awards for their parade entries over the years – thanks to the hard work and festive spirit of their employees.

As Brampton's sole electricity distributor, Hydro One Brampton would like to wish everyone a safe and energy-efficient holiday season!

#### **Note:**

- This year a brand new hybrid electric bucket truck has been added – decorated with hundreds of energy-saving LED lights.



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## SCRIPT SAMPLES

### GOOD SCRIPT (continued)

#### Script Writing Comments

- Script written in the 3<sup>rd</sup> person – as if THEY were the commentator
- Tells the viewer who the group is
- Tells the viewer what the group does for the community
- Ends with a traditional Christmas wish
- Added notes for filler in case the entry runs long on camera

### POOR SCRIPT

#### ABC Foods

**ABC Foods has been in business for over 25 years and Mr. Peanut has been a part of the ABC Foods family since 1996.**

**This is their third time joining our parade.**

**ABC Foods and Mr. Peanut wish everyone and safe and happy holiday season!**

#### Script Writing Comments

- Too short
- Aside from being in business for 25 years, there is no other information about them. No connection to the community
- Commentators will use remaining time to read from the list of "Acknowledgements", taking away from the entry's presence in front of the cameras.





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**CHECKLIST**

**DEADLINES**

	<u>DATE</u>	<u>Completed</u>
Application	October 13, 2017	_____
Payment due	October 13, 2017	_____
Notification of Withdrawal	October 31, 2017	_____
Scripts Submitted by email	October 31, 2017	_____

**GENERAL**

Have all Rules been reviewed  
by All participants \_\_\_\_\_

Assembly instructions reviewed \_\_\_\_\_

Driver, route captain and manager(s) informed of  
Parade Rules and Assembly Instructions \_\_\_\_\_

**Thank you for helping us bring smiles  
to all the children!**