

THE SWISS COLONY CHEESE DAYS PARADE - GUIDELINES

Sunday, September 22, 2024 – 12:30 pm



General Questions in advance: 608.325.7771 or email cheesedaysparade@gmail.com

Parade Day Questions: Shauna Bergemann 608.558.2598.

The mission of the festival and parade is to honor the area's Swiss heritage and cheese/dairy industries, as well as to provide entertainment. Cheese Days may deny entry to any unit deemed unsafe, overly commercial, or inappropriate.

**Floats & Units (businesses, groups, clubs) are eligible for prizes in the following categories: Best Decorated, Best Use of Theme
All entries are eligible for the People's Choice Award (parade viewers will be invited to vote)
\$100 TOP PRIZE FOR EACH CATEGORY**

1. No semi tractors or other large trucks are allowed to pull floats. The following towing 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 will be made for Wheel of Swiss sponsors located out of county, statewide organizations affiliated with the cheese and dairy industry, and others at discretion of Cheese Days Board.
3. **THEME: A float or unit entry for a business, group or club MUST be decorated and/or signed to reflect one of the following: cheese, dairy farming/agriculture, or Swiss heritage. Entries not following theme information specified on application form may be removed from parade line-up at discretion of parade committee.**
4. **NOTHING MAY BE THROWN. NO HANDING OUT OF LITERATURE OR PAPER.** Individuals walking along with floats or units may **HAND OUT** treats/gifts (candy, pencils, etc). Any unit found throwing items or distributing paper literature will be removed from the parade. Indicate on your application the items you intend to distribute. Use appropriate buckets or baskets to hand out treats. No plastic grocery store bags please.
5. Due to safety concerns - **ONLY ONE DRIVER PER TRACTOR (no riders!)** – this will be strictly enforced.
6. Antique cars are generally not allowed unless being used to transport dignitaries on behalf of the parade.
7. No advertising is allowed other than a sign displaying the sponsor's name or business logo. All other advertising on unit or tow vehicle must be covered unless the advertising on the vehicle is also the sole sponsor of the unit.
8. Vehicles pulling floats must be clean, presentable, no loud exhaust, and ideally themed in accordance with float.
9. Anyone walking the 2-mile parade route must be able to keep up with the pace! The route is 2 miles long. If you are handing out items and start to fall behind, please stop handing out and catch up. For the enjoyment of viewers, please try to close any gaps by remaining 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 office holders, no political parties, no political messages/signs, no political candidates allowed.
12. Confirmations (of acceptance or denial) will be given as applications are received. If you mail in an application and don't hear back within 2 weeks, please contact the Cheese Days office at 608.325.7771.
13. Confirmation letters with Division and Unit assignment will be sent out (by mail or email) in late August. Lineup will also be posted to cheesedays.com. Your placement/position in the overall parade line-up has been carefully considered by parade chairs, so please respect this decision.

>>ADDITIONAL INFO FOR SCHOOL BANDS OR OTHER LARGE YOUTH GROUPS<<

- Keep members together in their line-up area so the parade will not be delayed.
- Notify members and parents in advance of the location where musicians and large youth groups will disband following the parade (Northside Elementary School – near Fairgrounds).
- Do not allow members to play instruments except for tuning and organized playing by the entire band.
- **Use of support vehicle in parade is NOT ALLOWED without PRIOR approval by parade chairpersons.**