



PARADE INFORMATION AND GUIDELINES

The Slice of Shoreview parade will be on Saturday, July 24, 2010. It is a great way to promote your business among those most likely to do business with you. It's easy, it's fun, it's short, it's broadcast on local television and could be profitable for you.

Parade Date: Saturday, July 24, 2010

Lineup Time: 9 a.m.

Parade Start Time: 10 a.m.

Parade End Time: Approximately 11:30 a.m.

Application Deadline: July 5, 2010

Parade Fee Deadline: July 5, 2010

Location

The parade lineup starts at 9 a.m. at the St. Odilia's parking lot between Vivian and Victoria. Parking is extremely limited in this area; participants are advised to park non-parade vehicles in the Deluxe Corporation parking lot on Victoria Street, across from Island Lake County Park and take the shuttle bus to St. Odilia's parking lot.

The actual parade route runs eastward on Cannon Avenue from Vivian Avenue to Victoria Street, then turns north on Victoria Street to Island Lake County Park. Near the end of the parade route, Cable TV Channel 15 will have a broadcast booth setup with cameras and live announcers. The parade ends at the entrance to Island Lake County Park and all parade applicants are routed through the Deluxe Corporation parking lot to unload

Only vehicles "in the parade" will be allowed in the parking lot. "Drop Offs" will be allowed to enter only from St. Odilia's main entrance on Victoria Street.

Parade Fee

The parade fee for 2010 is \$75 and must be received by the application deadline (see dates above). An additional \$25 will be due for all parade fees received after the deadline. The money goes to fund the cost of producing the parade, signs, postage and for some of the bands and the clown clubs to appear. Parade fees are refundable, only if written notice is given by the parade entrant 30 days prior to the event. All funds must be **payable to City of Shoreview**. You can go to the Slice of Shoreview website at www.sliceofshoreview and register and pay online.

Parade Fee Exemption

The parade fee applies to all parade participants unless one or more of the following conditions apply. Please indicate which applies to you or your organization:

___ Your organization is a certified 501(c) nonprofit with a Minnesota nonprofit ID number. You must include your number with your application

___ You are an elected City of Shoreview official, currently in office.

___ Your unit represents the Ramsey County Sheriff's Department or the Lake Johanna Fire Department

___ You are a Gold, Platinum or Diamond Sponsor of the Slice of Shoreview in 2010

___ You have a written invitation to be a guest in the 2010 Slice of Shoreview Parade.

___ You are the Grand Marshal of the parade.

Guidelines

- 1. Participants must be in their assigned spaces in the lineup 30 minutes prior to the parade start time.**
 - 2. A current Parade Permit, issued by the Slice of Shoreview Parade Committee, must be displayed during the lineup. Non-permitted entrants will be excluded.**
 - 3. Each entry must fit entirely in the space allotted during lineup.**
 - 4. Non-parade parking is prohibited in the parade lineup area.**
 - 5. Alcohol is prohibited in the parade lineup area, during the parade itself and at the parade drop-off area.**
 - 6. All displays, decorations, music and language must be suitable for a family audience. The Slice of Shoreview reserves all rights to refuse participation by an entrant, who in the judgment of the Committee, does not adhere to this criteria.**
 - 7. No items may be thrown from the parade units, please hand items out at the curb.**
 - 8. Please keep the pace even, maintain about 30 feet between each unit in the parade.**
 - 9. Please pull off to the right side of the road for emergency vehicles.**
 - 10. Each unit should have a fire extinguisher on board.**
- Above all have a wonderful time and enjoy the parade.**

Application and Permit

To participate in the Slice of Shoreview parade, you must submit an application and parade fee, if applicable. Upon acceptance of your application and receipt of your parade fee, you will be issued a Slice of Shoreview Parade Permit, which must be displayed during the parade lineup. Non-permitted entries will be excluded from participation in the parade.

Parade Order and Lineup Information

After your parade entry has been approved, it will be listed in the parade lineup on this website. The Parade Committee will make every effort to accommodate requests for special parade positions, however, the Committee reserves the right to determine the order based upon the characteristics of the entrants and best overall flow of the parade. The Committee's decision is final.

2010 PARADE APPLICATION

Please provide the following information. By submitting this application, you are stating that you have read and agree to the parade information and guidelines outlined by the Slice of Shoreview Committee.

Organization Name: _____

Nonprofit ID Number (If Applicable): _____

Contact Name: _____

Address: _____

City, State and Zip Code: _____

Primary Phone Number: _____

Alternate Phone Number: _____

Email Address: _____

Description of the unit you wish to enter:

Number of people in entry: _____ **Number of Vehicles:** _____

Description of Vehicle: _____

Total Length of Parade Entry: _____

Music or Live Performance: ___ Yes ___ No

Live Animals : ___ Yes ___ No

Your parade entry will be passing in front of tv cameras. What would you like the announcers to say about your entry?

I hereby certify that I have read and agree to comply with the parade information and guidelines as outlined by the Slice of Shoreview Committee.

Signed: _____

Submit:

Please print this document, complete and send it to the following address:

City of Shoreview/Slice of Shoreview
4600 North Victoria Street
Shoreview, MN 55126

Or Download it to your computer, insert your information, save the document and e-mail it to angie@sliceofshoreview.com