



Granite City Area  
Community  
Foundation  
PO Box 1474  
Granite City, IL  
62040

Dear Community Leader,

Thank you for your interest in sponsoring the 2024 Candy Cane Parade on Saturday, December 7, 2024. The Parade commences at 3:00 PM. All sponsorships must be received by November 1<sup>st</sup> to guarantee benefits.

Please indicate below your level of sponsorship:

- Platinum \$500:** logo on parade banner, hotlink to business on parade webpage, logo and listing on promotional materials and parade webpage, free parade entry
- Diamond \$400:** hotlink to business on parade webpage, logo and listing on promotional materials and parade webpage, free parade entry
- Gold \$300:** logo and listing on promotional materials and parade webpage, free parade entry
- Silver \$200:** listing on promotional materials and parade webpage, free parade entry
- Bronze \$100:** listing on parade webpage, free parade entry

Please make checks payable to the Granite City Area Community Foundation or GCACF with a notation that the donation is for the Candy Cane Parade (see example). All donations are tax deductible as permitted by law. GCACF is s 501c3 non-profit organization. Mail checks to GCACF, PO Box 1474, Granite City, IL 62040. As soon as we can arrange it, online donations can be made at [www.gcacf.org/candycaneparade](http://www.gcacf.org/candycaneparade).

Donor \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State Zip \_\_\_\_\_ Date \_\_\_\_\_

Pay to the Order of GCACF Fund \$ \_\_\_\_\_

How many dollars and zero cents \_\_\_\_\_

For Parade Signature \_\_\_\_\_

If you are a Platinum, Diamond, or Gold level sponsor you receive an email requesting an electronic copy of your logo.

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

*GCACF Mission: To enhance the lives of all residents of the Granite City Area, now and for generations to come, by building community endowment, addressing needs through current grant making and providing leadership on key community issues.*

Do you intend to participate in the Parade?  Yes  No

If yes, please read the attached guidelines, complete the information below, and return it with your payment to GCACF at the address above.

**Description of Float/Entry – what is your theme:**

**Type of Entry: (check all that apply)**

Float      Marching (Band/Dance/Cheer)      Truck/Trailer      Car/Vehicle      Walkers

Other, description:

**Number of Vehicle(s):** \_\_\_\_\_

**Type of Vehicle(s):** \_\_\_\_\_

**Number of Marchers:** \_\_\_\_\_ **Length of Float:** \_\_\_\_\_ feet **Music:** Yes or No

Additional comments:

## **Guidelines:**

1. Parade entries must all be approved.
2. Applications must be filled in completely for each entry.
3. ~~An entry fee of \$25/unit for General Admission is due prior to the parade. Make checks payable to the Granite City Area Community Foundation, Memo: Candy Cane Parade.~~ Sponsors are not required to pay an entry fee – entry is included in all sponsorship levels.
4. Granite City Area Community Foundation parade officials are in charge of the parade and their instructions are to be followed explicitly.
5. Alcoholic beverages are strictly prohibited on the line-up site and on the parade route. Anyone showing any indication of the use of alcohol will be removed from the parade line-up and the parade immediately and will not be invited back to participate in future parades. Smoking on the Parade route is prohibited.
6. Local police authorities will be on hand to monitor activities before, during, and after the parade.
7. No loud music is to be played while in the high school parking lot. Once the parade unit is on Madison Avenue you may turn the volume up.
8. Vehicles not in the parade are not allowed in the parade line-up area. They can drop off walkers/riders but cannot stay in the line-up area. Please notify all members in your group of this.
9. If animals are included in the parade, the organization entering the animals MUST clean up after their animals throughout the parade. Any animal waste not cleaned up will be charged to the organization at \$150.00. Groups that include animals in their parade participation must keep the animals under control at all times, keep the animals a safe distance from spectators and other parade participants, clean up after their animals, and accept complete and full responsibility for the animals.
10. Line-up is between 1:00 and 2:00 P.M. All entries must be to the parade lineup area by 2:00 pm. We will share lineup information/spots the week before the parade.
11. The parade rolls at 2:30 PM SHARP.
12. Float sponsors and all parade participants are responsible for clean up of litter. This includes litter from last minute decoration and all food and beverage containers brought to the parking lot. Bring trash bags with you.
13. All floats must be decorated! The more lights & fun, the better. We want all vehicles, floats, etc to be decorated in line with a Winter Wonderland theme.
14. Please instruct all participants that nothing should be thrown off of the float. All items should be passed out by walkers, and should not be done until your float is at

State Street & 29th Street after leaving the high school parking lot. Candy/items will need to be passed out by walkers, not thrown from any float.

15. All drivers of floats and/or vehicles must be licensed & insured. Please have your insurance information ready as well.

### **FLOATS:**

16. All floats and trailers must be skirted. All wheels on the float or trailer must be covered to within 9 inches of the ground. (This is for the safety of participants and spectators). No floats should exceed 13 feet in height to avoid traffic standards and power lines.

17. A minimum of six (6) walkers is required for every float and/or trailer. A minimum of four (4) walkers is required for vehicles. These walkers are responsible for keeping spectators away from the wheels of the vehicle or float by guarding the wheels of the vehicle or float. Organizations are responsible for fully instructing the walkers on these responsibilities. SAFETY FOR PARTICIPANTS AND SPECTATORS IS OUR NUMBER 1 CONCERN.

18. **Absolutely no float, vehicle, or trailer can have a participant dressed as Santa Claus.**

19. All floats must be appropriate for children. Please keep it clean & fun!

20. Floats will be judged at the lineup area. Prizes: There may be cash prizes.

- 1st Place will be placed in the parade spot of their choice (excluding the final spot for Santa) for 2023 and will receive free entry in 2023.
- 2nd Place: will be placed in the #2 spot of their choice for 2023 and receive free entry in 2024.
- 3rd Place: will be placed in the #3 spot of their choice for 2023 and receive free entry in 2024.

### **MARCH / DANCE GROUPS:**

18. Bands, Military/ROTC, drill teams, and dance groups can display a poster, in front of the group, with the name of the entry written in bold, easy to read letters.

19. Parade participants are to continue in the parade line to the very end of the parade route. No exceptions! Please make arrangements to have someone meet your group at the end of the parade to pick-up all parade participants.

### **General Information for Parade Day:**

The parade will form in the parking lot of Granite City High School on the Fehling Road / Benton Street / State Street side – near the football field. Each parade entry will be assigned a number indicating its place in the line-up. This number must be displayed in the front windshield

driver's side of the vehicle. All floats and vehicles in the Candy Cane Parade will enter & check in with a parade day volunteer. Upon arrival you will be directed to your line-up position in the parking lot. Please be patient as you approach this entrance and be prepared to stop so we can get you to your line-up location in a timely manner.

Winter Wonderland Festival: Immediately following the parade, all are welcome to join the Winter Wonderland Festival at Civic Park downtown. There will be food & beverages available for purchase, the Elf Walk presented by Alfresco Productions, pictures with Santa at the Granite City Cinema, a ceremonial lighting of all businesses/storefronts in the area at dusk, as well as even more fun activities to be announced for families and friends.

We ask that you advise all participants of these rules and directions. Let's have a safe and fun filled day of celebration on the 3rd of December. The Granite City Area Community Foundation is looking forward to visiting and working with you on parade day.

If further information is needed, please contact Tina Hubert at [parade@gcacf.org](mailto:parade@gcacf.org)

Enter the high school parking lot from the Fehling Rd / Benton Street / State Street entrance – next to the football field.

