



2025 Holiday Parade | Friday, December 5th, 6:30 pm

FEE: \$60.00 per float | \$30.00 non-profit rate. – additional vehicles \$20

Float Guidelines:

- Lineup will start at 5 p.m., Friday, December 5, 2025. Enter Marathon Park through Garfield Street. The parade will start at 6:30 p.m. – be ready to go by 6:15 p.m.
- Lineup is on a first come, first serve basis. If you have multiple vehicles, you must wait to line-up until your entire group has arrived.
- Early floats will be sent to the back of the line. **DO NOT LINE UP BEFORE 5 PM.**
- You will receive your identification number when you arrive at the park. Please place this number in your windshield. You will show your number to a volunteer located on the corner of Jefferson and First Street who will radio it to the announcers. ***THIS NUMBER DOES NOT DETERMINE YOUR SPOT IN THE LINEUP – IT IS ONLY FOR IDENTIFICATION PURPOSES.***

Important Information:

- Items can be passed out by your WALKERS ONLY absolutely NOTHING can be thrown from the float. This is for everyone's safety.
- Do not use Santa or Mrs. Claus in your float; it confuses children who still believe.
- Floats must be decorated, don't forget to use lights!
- Keep walkers no more than 15 feet from you float. **WALKERS MUST KEEP PACE!**
- Please make arrangements prior to the parade for walkers and float participants to be picked up or taken back to Marathon Park.
- Participants **MUST** complete the entire parade route. **NO** early turn-offs. The announcer's stand is at the 400 Block. At Jefferson & First Street a person will ask for your number to relay it to the announcers.
- You may help sponsor the candy for \$50 or get a page in the coloring book that is handed out along the route for \$150!

Exit Route: Once past Jefferson Street by the 400 block, continue straight to Sixth street.

Unloading: Do not unload on Jefferson Street and back-up the parade. We suggest the US bank parking lot off Jefferson.



Large Group

- If you have a large group, ESPECIALLY with children, it is your responsibility to have a meeting place. Many parents are dropping off children and we have no way to determine where your float is. We suggest meeting near the tennis courts at Marathon Park.

Candy Guidelines

- Floats may HAND OUT candy, but may NOT throw it.
- *Any items beyond candy MUST be approved through Wausau Events. Please contact execdir@wausauevents.org to get your items approved before the parade.*
- If you do not wish to hand out candy, and instead would like to become a candy sponsor, please fill out the form online. Candy sponsors are \$50 each.

Float Decorating Guidelines:

- You may decorate your float as you wish. It will be dark out so lights are a MUST!
- No political signage is allowed in the parade – this is a family-friendly event. Floats that have this will be asked to remove it or removed from the parade if they refuse.
- **This year's theme for the parade is "Merry & Bright"!**

Float Contest:

Get creative when you decorate your float for a chance to win an official Holiday Parade Float Title! Winners will be revealed on our social media channels following the event! Judges will be sitting on the stage by the 400 Block!

The titles up for grabs in 2024 are:

- "Best Merry & Bright"
- "Best Walking Float"
- "Best Crowd Engagement Float"
- "Best Lighted Float"
- "Best Overall Float"

Winners will receive a donation to their charity of choice and be announced on Social Media.

For more information, please contact Alissandra Aderholdt, Executive Director, at execdir@wausauevents.org or 715-297-9531.



2025 Holiday Parade Application | Friday, December 5, 6:30 p.m.

Please complete this form and MAIL it to our office (316 Scott Street, Wausau, WI 54403) by **November 14th. Incomplete applications will be returned.**

There is a \$100 late entry fee for any floats that register after the deadline (based on availability).

- ☐ I understand the parade route and will not turn-off early.
☐ I understand that Santa MUST NOT be used in the float.
☐ I understand that I can hand out candy but MUST not throw it
☐ I understand it is my responsibility to coordinate a meeting area and transportation back to the park for my float participants.
☐ I understand the political signage rule and will not have political signs on my parade float.
☐ I understand I will not be refunded if the parade is canceled.

SIGNATURE: _____

DATE: _____

Organization: Please NEATLY write the name of your business/organization and what you would like announced as your float gets to the 400 Block.

Organization: _____

Contact Person: _____ Email (Required): _____

Address: _____

Phone: _____

Cell Phone Number for Evening of Parade: _____

(This is especially important for large groups. We have had many instances where young children are being dropped off at the parade and we have no way of getting in touch with the float organizer.)

of Vehicles _____ **(2 max) (1 Vehicle counts as one truck, van, trailer, etc.)** # of Additional
****Additional vehicles are charged \$20 for entry into the parade beyond the original fee. One vehicle counts as one SUV, Truck, Van, etc. Floats can have one truck & one trailer, but that then counts as the two vehicles.*

Announcement: (Example: Happy Holidays from Wausau Events!)

Check the ones below that apply to your float:

\$60 _____ Parade Entry Fee **OR** \$30 _____ Non Profit Entry Fee

\$20 ____ Extra Vehicle Entry fee – MAX TWO (regular registration includes two vehicles – see above).

\$50 ____ Candy Sponsor (Helps buy candy & you receive logo on the last float)

\$150 ____ Coloring Book Page Sponsor (see additional information on coloring book)

Please make all checks payable to Wausau Events.

****IMPORTANT**** Along with this application you **MUST** submit a Certificate of Insurance for your vehicle as well as your Registration Form naming **Wausau Events, INC, Wausau Marathon County Parks, and the City of Wausau** as additionally insured. A new insurance certificate must be submitted every year. **NO EXCEPTIONS - APPLICATIONS WILL BE CONSIDERED INCOMPLETE WITHOUT.**

Send completed application, check, and Certificate of Insurance to:

**Wausau Events Inc.
316 Scott Street, Wausau, WI, 54403**

Incomplete applications will be returned and not allowed to participate.

Please complete your application in full before sending it in for consideration.