

# MIDLAND Santa Holiday Parade

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Thank you for participating in the 2024 Midland Santa Holiday Parade – In My Holiday Era. The parade will begin at 10:00 am, Saturday November 23, 2024. We appreciate your enthusiasm in creating Midland’s Holiday Spirit. This letter contains information to create a safe and enjoyable parade. Please keep in mind that there is a “NO REAL SANTA” policy for the parade. We have the real one at the end of the parade and do not want any confusion. We greatly appreciate your help with this.

## Staging:

**Parade line-up will begin at 8:00 a.m.** Please arrive prior to 9:00 a.m. All entries and vehicles must be in the parking lot by 9:00 a.m. **Judging** will begin at 9:00 a.m. The parade will begin at 10:00 a.m.

- The parade will be staged at Midland High School. Please use Washington Street entrance to parking lot. **Only parade entry vehicles will be permitted to park in the Midland High School lot.**
- Please assemble floats prior to entering the parking lot.
- The parade begins at **10:00 a.m.!** **Your parade entry must be in the parking lot and ready for judging by 9:00 a.m.**

## Parade Route:

- The parade will begin on Eastlawn west to Saginaw Road, north on Saginaw Road to Ashman Street, south on Ashman Street to Main Street, east on Main Street to the baseball stadium west parking lot.
- Proceed down the center of the road. Please maintain a safe distance between vehicles and walking participants. Planned stops are not allowed during the parade as they create long gaps in the parade. Please do your part in keeping the parade moving. If a breakdown occurs, please pull over to the nearest curb. At the end of the parade, please be sure to enter the baseball stadium west parking lot and move to the end of the lot to allow those behind you, adequate space. You are free to leave after the parade. There are no planned activities to take place after the parade at the baseball stadium west parking lot. Please drive slowly while in parking lot areas.
- **To make it possible for everyone to enjoy the parade we are designating a sensory block, a block of the parade where the bands stop playing, lights/horns stop, etc. This is located at Grove Park on the block of Ashman between W. Pine St and E Grove St.**

## Safety:

- Please assign people to walk on each side of your entry in order to prevent children from darting out into the path of the parade vehicle or marching units.
- Candy should be handed out, not thrown.
- Participants should remain either on floats or walking.
- There should be no stopping to perform during the parade route.
- Animal entries should clean up after themselves, before, during and after the parade!!

## Judging/Awards:

- The judges will review all entries between 9:00 and 9:30 a.m. and make their award decisions before the parade begins.
- The judges will depart on the Fairview Inn bus to the viewing stage on Main St.
- The announcer will be reading the descriptions given on the entry form when your entry passes by the stage. ***The stage will be located on Main St. near the Rodd St. intersection.***
- The parade will be videotaped from the stage.
- The following are the award categories:
  1. Grand Marshall Award
  2. Best of Show
  3. Religious Group Award
  4. Merchant Award (ie local businesses)
  5. Corporate Award (ie Dow, Target, Fashion Bug, Ashman Court, Chemical Bank)
  6. Award for Originality
  7. Community Organization Award (ie non-profit organizations)

Winners will be announced during the parade, plaques to be awarded during the parade.

## Reminders:

- **No live Santa's are permitted. The "real" Santa will be the last entry.**
- Candy, parade favors, and literature must be hand delivered by walkers.
- An adult should escort children in the parking lots and staging areas.
- No dangerous acts, fireworks, weapons discharge or sudden noises are permitted.
- Adequate vision must be provided for all drivers.
- Participating vehicles should be in safe working order.
- Adequate safety chains must be used on all towed units.
- No alcoholic beverages are to be consumed by any participant during the parade.
- **Use of tobacco products is prohibited on Midland Public School Property, the staging area.**

Thank you in advance for making this year's Midland Santa Holiday Parade a huge success! The Santa Parade Committee appreciates your participation and enthusiasm!

Questions?

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