



THE 53RD ANNUAL HOLIDAY PARADE  
PRESENTED BY THE CITY & COUNTY OF SCHENECTADY

## SATURDAY, NOVEMBER 19, 2022 • 5:00PM PARTICIPATION CONTRACT

Dear participants

It's that time of year again! The 2022 Schenectady County Holiday Parade in Downtown Schenectady is only a few weeks away. This will be the latest edition of a storied, annual Capital Region tradition. Under the leadership of Schenectady County and in partnership with The Capital Region Chamber of Commerce, the City of Schenectady, and Discover Schenectady, we will be coming together to celebrate our dreams and kickoff the holiday season. We hope to partner with you, too.

This event is treasured by tens of thousands of Capital Region residents who look forward to the procession each and every holiday season. This has been recognized as the largest nighttime parade held in the Northeast, and with generous support from sponsors like you, we will assure that this recognition continues. The expected attendance is more than 20,000 people. The Holiday Parade receives extensive media coverage through our media partners (NAMES), Tourism Promotion Agency, and our own PR and digital and print products as well as radio and TV advertisements. This is a huge opportunity for visibility!

The 2022 theme is, "Dream Big" for the promise of a big, bold return to the parade route. And, of course, the rallying cry for our community to Dream Big—from childhood wishes on the eve of a holiday, to business owners that want to grow and add fuel our economy, to families simply yearning for a better life. With your support, those dreams can become a reality here in Schenectady County. Consider sponsoring the 2022 parade and make this year's event an inspiration to all!

If you have any questions, please do not hesitate to contact me. I would be happy to answer any questions you may have. Thank you for your consideration. I hope to hear back soon and look forward to speaking with you about your sponsorship commitment.

Sincerely,

Jason Lecuyer

Director of Special Events

Schenectady County



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## PARADE ENTRY INSPIRATION AND RULES

Our 2022 theme is DREAM BIG and your entry should reflect your interpretation of the theme. Dream a Child's Dream, Your Community's Dream, your group's vision, or a personal Dream for a beautiful future. As always, let children, families and community inspire you, when creating your beautiful entries.

In our efforts to make this parade fun and exciting for our spectators, we ask that all entrants, fire departments included, bring only one fully decorated vehicle. Music is a great addition to any entry as are costumes and activities such as singing, dancing and other performances. Creativity is highly recommended and valued. All entries must conform to generally accepted standards of good taste.

### THE RULES

- ★ The parade is held rain or shine, snow or sleet or hail!
- ★ The Float height limit is 13 feet, limited by the Rail Bridge Overpass.
- ★ Flatbed trailers must be skirted and wheels covered.
- ★ Please be prepared to keep pace with the parade. You may be asked to go faster or slower at any time along the parade route and always keep a safe distance between any vehicles and walkers.
- ★ Your group is encouraged to pause and perform for 45 seconds when it arrives at the reviewing stand. Please check the "WISH TO PERFORM" box on the participant form if you wish to take part.
- ★ Participants with animals in their entries are responsible for cleaning up after them immediately.
- ★ No drug or alcohol use permitted in the staging area or on the route.
- ★ Throwing of candy or any other items from your float or by any entry participants is strictly prohibited. This safety rule helps keep the route free of children and will be strictly enforced by the Schenectady Police Department.
- ★ All DMV Rules and Safety Regulations must be followed. Once the parade concludes, all entrants must clear their riding trailers/floats of passengers that do not follow safety regulations.
- ★ Please do NOT include a Santa Claus of any kind in your entry. There is only one official and sponsored "Santa Float" in the grand finale of the parade.



Please read the above parade rules carefully. Failure to comply will result in your removal from the lineup and disqualification from participating in future parades.



We will be creating the lineup and mailing final instructions and division assignments on November 15. PLEASE DO NOT EXPECT TO HEAR FROM US UNTIL NOVEMBER 17. Do not expect a confirmation letter upon receipt of your application. If you do not receive a packet by November 17, please contact [parade@schenectadycounty.com](mailto:parade@schenectadycounty.com)



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## 2022 AWARDS STRUCTURE

Join us for the 2022 Schenectady County Holiday Parade on November 20th! Enter your float, marching band, decorated vehicle, marchers or dancers in this year's parade. If you have participated in the past, you know that this is a unique tradition, a nighttime parade held on the Saturday before Thanksgiving!

- ★ Chamber Business Award
- ★ Nonprofit Award
- ★ People's Choice Award
- ★ Live Musical Performance Award
- ★ Red Suspenders Award
- ★ Movement and Dance Award
- ★ Best Overall Entry Award

Judges will be on the reviewing stand near Proctors – make sure you're ready to shine when you float or walk past them or when you pause to perform.

Prize details TBD.



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## NOVEMBER 19, 2022 PARTICIPANT FORM

GROUP NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ EMAIL \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE# \_\_\_\_\_

PARADE DAY, ENTRY LEADER CEL PHONE# \_\_\_\_\_

Describe your float or entry by checking all appropriate boxes and then give a detailed description, essential for the committee to allot appropriate space. For example; number of marchers or length of float. Also, tell us a little about your group, org, company or fire department. Please refer to our “Float Descriptions ” page for inspiration. If your group would like to pause and perform for 45 seconds at the reviewing stand, please check the last box.

- FLOAT
- DECORATED VEHICLE
- FIRE TRUCK
- MARCHERS
- ANIMALS
- WISH TO PERFORM

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### PAYMENT AND MAILING (MAKE CHECKS PAYABLE TO “SCHENECTADY COUNTY”)

Please complete this form and mail with the \$100 entrance fee, or \$75 for non-profit organizations. The envelope must be postmarked no later than October 15. Forms marked after that date should be accompanied by a \$125 or non-profit, \$100, late payment. Good luck with your float-making and thank you for participating, have fun and be your creative best! If you have questions call (518) 388-4603.

Mail completed form and fee to:  
Jason Lecuyer  
Director of Special Events  
Schenectady County Legislature  
620 State Street, 6th Floor  
Schenectady, New York 12305



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## FLOAT DESCRIPTIONS

We have compiled a few entry descriptions from years past and have crafted a few that we would love to hear. In order to develop a script for our commentators, we need information on your float and your organization. Please remember to include your description on your registration form. You can use the back if you need more room.

Your descriptions might just play a part in helping the judges to decide the winners!

- ★ COMPANY NAME reminds you to not be a furnace fighter like the old man in “A Christmas Story” movie. Instead, call COMPANY with all your heating needs. This float is projecting scenes from the movie and even has a large replica of the infamous “Leg Lamp” as well as kids dressed as Ralphie in his pink bunny pajamas!
- ★ Welcome back SCHOOL Marching Band. Directed by NAME, this group provides students with experience in marching techniques, preparation and performance at all home football games, pep rallies, parades and various competitive field shows. Tonight they are playing selections of holiday music from around the world.
- ★ Through the support of the TOWN administration, staff and community, the award-winning SCHOOL BAND NAME consists of students in grades 8 through 12. Each year the group usually attends some sort of competition or event which takes them out of the area. In recent years the band has traveled to Walt Disney World in Florida; Norfolk, Virginia; Holyoke, Massachusetts; & Six Flags, New England.
- ★ ORGANIZATION from Rotterdam/Duanesburg is proud to participate in the parade for the second year. This year they adapted the movie “Despicable Me” for their float. They started planning in September and are excited to entertain you tonight. All the decorations were done by ORGANIZATION ranging in age from Kindergarten to high school.
- ★ The FIRE DEPT NAME is a 100% volunteer, non-profit organization. They were established in 1920 and respond to approximately 600 fire, rescue, and medical calls per year. The firefighters would like to remind everyone to have a safe holiday season and wish everyone a Happy Holiday and a Happy New Year. They hope everyone dances along with them and enjoys the parade of lights!
- ★ You have never seen a marching band like the NAME HERE before. Every band member will be individually covered in blinking LED lights and the banner will be animated! The kids and their parents have been working for months on this and folks will not be disappointed.
- ★ We are NAME HERE karate school and our students will be demonstrating their moves as they make their way down the parade route. Our walkers will be kicking and flipping and cartwheeling down the street!
- ★ Our entry isn’t a float at all! We are the NAME HERE bicycling club and our members, riding their own decorated bikes, each one electrified and lit up!! A lead bike with a cart will carry our sound system.
- ★ Our entry will feature singers from the NAME HERE church choir dancing and singing led by a gaily decorated pickup truck with lots of lights and with an electric organ in the bed, being played by our , pastor pastor NAME HERE.