



THE BRAMPTON BOARD OF TRADE  
**2009 SANTA CLAUS PARADE**  
 SPONSORED by  
 The Rotary Club of Brampton  
 The Brampton Downtown Development Corporation  
 The 407 ETR



**Date: Saturday, November 21, 2009**  
**Time: 5:00 p.m.**

**ENTRY REGULATIONS FORM**

**PARADE THEME: 'T'WAS THE LIGHTS BEFORE CHRISTMAS**

Applications must be submitted online by October 17, 2009. Full payment must be submitted no later than October 17, 2009 payable to the Brampton Santa Claus Parade Committee and sent to The Brampton Board of Trade, 33 Queen Street West, 2<sup>nd</sup> Floor, Brampton, Ontario L6Y1L9. Phone: (905) 451-1122 Fax: (905) 450-0295. Submissions received after this date will not be considered for this year's parade.

**All entries must be received by October 17, 2009**

Any cancellations must be received in writing by October 30, 2009.

**ENTRY FEES:**

Large Corporations \$750	Small Business \$450	Community Groups \$300
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**PROPOSED ENTRY INFORMATION REQUIREMENTS**

FLOAT TYPE			

**LENGTH:** Measure length from bumper to bumper. Curb space is tightly allocated  
 \* Refer to Rule B7

**MARCHERS:** We need to know how many marchers you propose. Numbers are limited  
 \*Refer to Rule D2

**SOUND SYSTEM:** We must have this information for proper placement in Parade Order  
 \* Refer to Rule D5

**DESCRIPTION:** Full description of entry must be provided on application form

**WAIVER RELEASE AND INDEMNIFICATION**

In consideration of the Santa Claus Parade Committee's accepting this entry, I, myself, my heirs, executors, administrators, successors and assigns do hereby remise, release and forever discharge, waive and save harmless, protect and keep indemnified the Peel Regional Police Force, the City of Brampton, The Brampton Board of Trade, members of the Santa Claus Parade Committee, all parade volunteers, and any and all clubs, associations, sanctioning bodies and sponsoring companies, participants, competitors, entrants, officials, servants and representatives from and against any and all kinds of actions, claims, costs and expenses and demands in respect of death, injury, loss or damage, to my person or property, howsoever caused arising out of my (or my child's or representatives) participation in, both during and subsequent to this event and notwithstanding that the same may have been contributed to or occasioned by the negligence of any of the aforesaid. I attest that by submitting this entry, I acknowledge having read and agreed to the above waiver, release, and indemnification.



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**BEFORE THE PARADE:**

- B1. There shall be only **ONE SANTA CLAUS** and he will ride on the Brampton Board of Trade Santa Claus float at the conclusion of the Parade.
- B2. All entries shall be decorated to the Parade standards.
- B3. All entries shall submit a written description of the float/entry **WITH** the submission of the entry form. This description should detail the construction and the background of the entry. This description will be used by the Entry Evaluation Committee to determine the entry approval.
- B4. If the float is drawn by a truck or tractor, the cab must be **at least** 80% decorated.
- B5. All vehicles and floats shall be inspected for SAFETY and DECORATION prior to entry into the Marshaling area.
- B6. Each entry must provide its own insurance coverage and agrees, by participating, to hold both The Brampton Board of Trade and the Corporation of the City of Brampton free of liability for any accident or injury caused by or involving a unit and its vehicles or people.
- B7. We ask that you pay particular attention to the length, width AND height of your entry when completing this portion of the application. In the past, people have tended to "guess" and have been short in their guess by as much as 40 feet! This causes significant issues in the marshaling area.  
Length is to be calculated from the front bumper of the "pulling" vehicle to the rear bumper of the float. Remember to include the length of the vehicle pulling your float when calculating the overall length of your entry – most entrants forget to include this information. The height restriction is 12 ' 0" and is to be calculated from the road surface to the highest point of the float. Also, if your entry is wider than a standard tractor-trailer width, please advise us accordingly on your application.  
If your entry is longer, wider or higher than the measurements you have supplied, **you may not be permitted to enter the parade due to space restrictions.**



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### CONSTRUCTION OF THE FLOAT:

- C1. All entries shall be decorated with lighted materials.
- C2. There shall be NO OPEN FLAMES.
- C3. Floats must be safe. There shall be no sharp edges or protruding nails.
- C4. Railings or handlebars must be provided for all riders who are standing. All children must be seated and be secured in their seats. There shall be no exceptions.
- C5. In the event of emergency, the driver and all people on the float must be able to get off the float immediately.
- C6. Floats shall have decorating skirts covering the sides of all vehicles to the axle height. You might also consider a "low-riding" trailer as the bed of a standard flatbed trailer is not readily visible to children standing or sitting along the route.
- C7. All drivers shall be licensed to drive the vehicles they are operating.
- C8. All floats shall have a minimum of one Fire Extinguisher (ABC - 10-lb. capacity minimum). Safety chain and safety hitch chains are required on all floats. Fire Extinguisher(s) shall be easily accessible from on the float **and** street level.
- C9. Towing vehicles shall be in good mechanical condition and be property serviced.
- C10. Animals shall be Parade broken with a cleanup crew provided prior to the Parade.
- C11. The driver shall have clear vision ahead and to the sides.
- C12. Generator and/or vehicle exhaust pipes shall extend beyond the decorations.
- C13. All powered equipment shall be CSA/UL approved and in good working condition.
- C14. As silly as this may seem --- please ensure your parade vehicles and generators have a full tank of gas on parade day. We include this reminder due to past unhappy experiences.



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**DURING THE PARADE:**

- D1. Any entry not passing the advance SAFETY and STANDARDS inspection will not be allowed to participate in the parade.
- D2. All entries shall conduct themselves in an orderly fashion. Marchers shall walk behind the entry — **NOT IN FRONT OF IT.** All participants shall be dressed in parade theme attire. **The number of Marchers will be limited by the Entry Evaluation Committee.**
- D3. There will be NO STOPPING during the Parade once it is underway. Marchers must be aware that stopping or slowing down to perform along the parade route seriously affects the spacing and consistency of the parade. Any Marchers causing the parade to stop will be taken out IMMEDIATELY! Once a pace has been set the minimum and maximum distance between entrants will be 50' and 100' respectively, unless otherwise advised.
- D4. PARTICIPANTS ARE NOT ALLOWED TO THROW OR DISTRIBUTE ANYTHING ALONG THE PARADE ROUTE. If any entry does throw items from the float, or attempts to distribute items, the Marshals have the authority to pull the entry from the parade on the spot.
- D5. Although music is no longer mandatory on floats, it is preferred. If music is played from a float, it must be Christmas music. Music systems must be situated to have the speakers facing out to the sides of the float and **NOT** facing to the front or rear of the float. Please give consideration to the entry that may be behind or front of you!
- D6. The Committee will once again provide a professionally prepared banner for each entry. We will also be supplying two sign carriers for your entry, which will be operating under our direction and following our rules and requirements. Your banner will be produced using the name of your entry as supplied in the "group name" section on the entry form. No other banners or signage shall be permitted.



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## WINNING ENTRIES:

E1. Winning entries will be notified and identified in the Brampton Guardian.

## OTHER:

F.1 Parade route and marshaling instructions will follow after approval of registration.

F.2 Generator Availability. There are a number of businesses in Brampton that can supply you with a generator, should you need one, such as United Rent-All/Altra Rentals Limited (905) 459-3701. Please contact the Brampton Board of Trade, or consult their membership directory for this information.

## NOTE:

G.1 All rental companies are quite willing to assist in calculating the size of generator required when supplied with information about the float entry.

### Calculations:

All light bulbs, etc. have a wattage rating.

Typically Christmas lights are 5 watts or 7 watts each; therefore, string of 25 - 5-watt bulbs is 125 watts.

To calculate the size of generator requirements, add all of the lighting load up -- i.e., 10 strings of 25 - 5 watt lamps (125 watts/string) = 1250 watts or 1.25 kilowatts (kW). This is the minimum size generator required.

Other equipment such as sound systems will have the wattage on the unit. This must also be added into any calculations.

## Direct all Enquiries to:

[santaclausparade@bramptonbot.com](mailto:santaclausparade@bramptonbot.com)



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## SCRIPTING

**PARADE THEME: 'T WAS THE LIGHTS BEFORE CHRISTMAS**



### WHO ARE YOU??

Your entry will be seen on Rogers Television, Cable Community 10.

In addition to the information provided to the Entry Evaluation Committee you are requested to provide a script for the Television broadcast so that your group can receive the full attention that it deserves.

Your script should be 30 to 45 second in length and illustrate your group's entry with particular attention to your involvement in the community, company services, awards, number of time in the Parade, etc.. Please refrain from "advertising" as this content will be edited.

We ask that you compose your script in the third person (as if you are the announcer) and that you close out your script with a Christmas greeting. We have included an example of a good and bad script.

Please note that your script will be reviewed for content and may be edited for content and/or length. Once your script has been filed, the Committee will not accept any changes to it. So, please give your script careful consideration as to content prior to submitting it. *If your script is not received by the due date, the Parade Committee will not guarantee its use during the television broadcast.* Unfortunately, there are no exceptions or extensions to this rule due to broadcasting requirements.

Scripts must be sent by e-mail to  
[santascripts@bramptonbot.com](mailto:santascripts@bramptonbot.com)

**Faxed scripts will not be accepted**

**This information is required by November 1, 2009**



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**SCRIPT SAMPLES**

**PARADE THEME: 'T WAS THE LIGHTS BEFORE CHRISTMAS**

**GOOD SCRIPT**

**Kiwanis Club of Brampton Celebrity Clowns**

Send in the clowns.....

Returning to the Santa Claus Parade this year for their annual appearance are the Kiwanis Celebrity Clowns.

Under a program developed by the Kiwanis Club of Brampton, community mined individuals and businesses have demonstrated the Christmas Spirit by making a generous donation to the program in return for a chance to be a clown for a day in the Santa Claus parade. We salute them.

This year's proceeds will purchase "National Service Dogs" for autistic children in our city. Autism is called the "invisible disability" being teamed with a quality-trained National Service Dog, this illness is brought into the light, and the child's level of safety, independence, confidence and social acceptance are increased. The Kiwanis Club is proud to be associated with this organization and thrilled to have such a strong response to the 2004 program

Merry Christmas and a Happy New Year from the Kiwanis Clowns

**NOTES**

- led by 1951 GMC truck
- celebrating 47 years in Brampton

**Script Writing Comments**

- Script written in the 3<sup>rd</sup> person – as if THEY were the commentator
- Tell the viewer that they are an "annual" entry
- Tells the viewer who the group is
- Tells the viewer what the group does for the community
- Ends with a traditional Christmas wish
- Reads for about 40 seconds
- Added notes for filler in case the entry runs long on camera



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Brampton  
Downtown  
DEVELOPMENT CORPORATION



## SCRIPT SAMPLES

**PARADE THEME: 'T WAS THE LIGHTS BEFORE CHRISTMAS**

### POOR SCRIPTS

#### “ABC” Landscaping – Truck and Trolley

NO INFORMATION AVAILABLE

#### Script Writing Comments

Did NOT send a script in  
Commentators filled with *on the spot* description of “Truck and Trolley”  
Absolutely nothing about “ABC Landscaping”  
Commentators used spot to read from “Acknowledgements” lists

#### ABC Foods

ABC Foods has been in business for over 25 years and Mr. Peanut has been a part of the ABC Foods family since 1996.

This is their third time joining our parade.

ABC Foods and Mr. Peanut wish everyone and safe and happy holiday season!

#### Script Writing Comments

Actual script submitted (name changed)  
Aside from being in business for 25 years there is nothing else said  
At least they included Christmas wish  
Reads for 10 seconds  
Commentators used remaining time to read from “Acknowledgements” lists



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**CHECKLIST**

**PARADE THEME: 'T WAS THE LIGHTS BEFORE CHRISTMAS**

**DEADLINES**

	<b><u>DATE</u></b>	<b><u>Completed</u></b>
Application Deadline	October 17, 2009	_____
Notification of Withdrawal	October 30, 2009	_____
Scripts Submitted by email	November 1, 2009	_____

**GENERAL**

Have all Rules been reviewed by All participants	_____
Assembly instructions reviewed	_____
Driver informed of Parade Rules and Assembly Instructions	_____

**Thank you for helping us to bring smiles  
to the children's faces**