



INSTRUCTIONS / INFORMATION/APPLICATION

ALLISTON POTATO FESTIVAL PARADE

2025

Celebrate Canada

In 2025, the Alliston Potato Festival will be held from the 8th to the 10th of August. This year's **Parade**, brought to you by the Rotary Club of Alliston, will be held at **7:00 PM on Friday, 8 August 2025** to launch the Festival. If you were with us for the parade in 2024, we hope you'll be back. If you were unable to attend last year, we look forward to your participation in 2025.

The maximum number of entries for the parade is 65. The deadline for applications to be received is Friday, 1 August 2025, or earlier if the maximum number of entries is reached. For insurance and security reasons, late applications will not be accepted.

Parade participants will begin to assemble no later than 5:45 p.m. on Friday, 8 August. The parade will start at 7:00 p.m. at Banting Memorial High School (203 Victoria Street East in Alliston), proceed west on Victoria Street to Ontario Street, and then south on Ontario Street to Nelson Street. Smaller exhibits or walking participants may turn east and disassemble in the parking lot of the Alliston Arena, as in past years. Large trucks, machinery or floats that cannot make the turn onto Nelson Street from Ontario will be directed southward to Albert Street to exit the parade area. The OPP and marshals from the Alliston Rotary Club will be on Ontario Street to assist with traffic flow. You can return to the parade starting area at the high school by using Albert Street, which will remain open throughout the parade.

IMPORTANT

FOR EVERYONE'S SAFETY, CANDY, SOUVENIRS OR OTHER OBJECTS ARE NOT ALLOWED TO BE THROWN TO THE SPECTATORS BY PARTICIPANTS ON YOUR FLOAT OR IN YOUR PROCESSION. Any group failing to abide by this requirement will not be permitted to participate in future parades. Please also exercise caution when moving along the parade route -- young children tend to wander into the street.

Best of the Parade Awards

For the convenience of the judges and spectators, and for greater awareness of your organization, we ask that you **display your name in a prominent place** on your float or in your procession. To assist the TV commentators, **please ensure your organization name is also on the front** of your float or vehicle.

Prior to the start of the parade, the Rotary judging team will cruise the lineup of participants and select a winner in each of two categories:

- (1) Best Float – NOT-FOR-PROFIT; and
- (2) Best Float – COMMERCIAL.

The judging criteria include the presence of potatoes, evidence of effort and overall attractiveness. This year's theme is a **celebration of Canada**.

Judging will take place in the parade formation area, starting **at 6:00 p.m.** If your float is not in position at that time, it will not be judged. The decision of the judges will be final.

Maintaining the Correct Parade Order

Parade order is determined by the Parade Committee and, for reasons of security and broadcast accuracy, must not be altered. There will be parade marshals in attendance east of the high school lot to assist you with getting into the correct parade position. The marshals together with the OPP have the authority to expel any entrant not following the guidelines set out on pages 1-2 of this document.

Payment and Position

The Parade Committee will contact you by email to confirm receipt of your application and payment. You will be contacted again by e-mail not later than Monday, 4 August with your position/entry number.

PLEASE MAIL OR EMAIL YOUR APPLICATION TO:

Alliston Potato Festival Parade
c/o George Scott, Rotary Club of Alliston
Mailing address:
24 Via Amici, Alliston, ON L9R 2B4

YOUR CHEQUE MADE PAYABLE TO THE "ALLISTON POTATO FESTIVAL PARADE" CAN BE MAILED TO THE SAME ADDRESS OR PAYMENT CAN BE MADE BY ETRANSFER TO george@georgescott.ca. NO SECURITY QUESTION IS REQUIRED. USE THE "MESSAGE TO CONTACT" FIELD TO INCLUDE YOUR ORGANIZATION NAME ON THE TRANSFER.

**FOR INQUIRIES CONTACT: George Scott, 416-706-2819 or george@georgescott.ca
PLEASE NOTE THAT THE DEADLINE FOR APPLICATIONS IS FRIDAY, 1 August 2024.**

Application

48th Alliston Potato Festival Parade

Friday, 8 August 2025

Name of Group/Business/Individual: _____

Contact Name: _____

Mailing Address: _____

City/Town _____ Postal Code _____

Telephone: _____ E-Mail: _____

Entry Description: _____

For commercial entries, the entry fee is \$75 payable by cheque to the "Alliston Potato Festival Parade." Payment should be mailed with your application. Applications submitted by email can be accompanied by an eTransfer payment. See the bottom of page 2 for details. Commercial entries are defined as any organization other than not-for-profit organizations and registered charities. Entries from not-for-profits/charities are accepted at no charge.

PLEASE PROVIDE ANSWERS TO ALL QUESTIONS BELOW:

1. Which category fits your entry? Not-for-Profit _____ Charity _____ Commercial _____
2. a. Will there be music as part of your entry? Yes ___ No ___
If so, please indicate the source: Live performers _____ Sound system _____
- b. Will there be horses or other animals on the float or in your procession? Yes ___ No ___
- c. Will there be children 12 or under walking in your group? Yes ___ No ___
- d. If your entry is a float, what will you use to pull it? _____
- e. If your entry is a vehicle, please describe it _____
- f. How long is your entry in total (feet)? _____ (**Must not exceed 120 ft**).

As the contact person for the above group, you acknowledge that your group will abide by the conditions and regulations of entry as set out by the Parade Committee, that you have read the conditions of entry on pages 1-2 of this document, and that you have informed your participants of those conditions.

Please print your name below:

Please sign your name below:

Print your name

Signature