



Petaluma's Butter & Egg Days Events are produced by the Petaluma Downtown Association

**The Parade steps off at Noon on April 28 in the Historic Downtown**

## **RIVER OF DREAMS - THEN & NOW**

### **CELEBRATING THE HISTORIC AND CURRENT CONTRIBUTIONS OF THE PETALUMA RIVER**

Petaluma's Butter & Egg Days Parade celebrates the histories and stories – from the dairy and poultry industries to the rivertown financial center – that built Petaluma's early foundation and helped us create a very special hometown. This year the Parade will focus on the Petaluma River and its commercial and recreational contributions to Petaluma's vitality.

All parade entries will be selected based on how well they theme their presentation around the Parade Theme of **"RIVER OF DREAMS - THEN & NOW."** Some suggestions follow to start your thinking:

#### **'RIVER OF DREAMS - THEN & NOW' IDEAS**

One hundred years ago in 1912 the Army Corps of Engineers spent more than \$56,000 on dredging the Petaluma Creek (now the Petaluma River) to expand water transportation. This dredging was determined to be a profitable expenditure because in 1911, more than 200 million tons of commerce, valued at \$12.3 million was shipped down the river, contributing largely to development and prosperity of the surrounding country. Commerce shipped included grain, lumber, eggs, wine, liquor and general merchandise. Today, commerce is reduced but the river continues to bring an inflow of tourism, recreational activities, natural resources and wildlife to support the community. The Butter & Egg Days Parade is proud to honor the River's continuing contributions to Petaluma.

Parade units may use any aspect of the River's contributions to Petaluma's development, history or lifestyle today including:

- Boats, boating & other water craft (historic or current)
- Riverside activities (fishing, hiking)
- River commerce (past, present, future)
- Recreation
- River wildlife & waterlife
- River tourism & recreation

### **MARK YOUR CALENDAR NOW SO YOU DON'T MISS A DEADLINE:**

Early Bird Deadline (lowest fees) ..... Friday, March 2, 5 p.m.      Regular Deadline.....Monday, March 12, 8 a.m.  
Late Deadline (if space is available, late fee applies) ..... Monday, March 19, 8 a.m.

Priority for admission into the line-up will go to entrants which use the Parade Theme in an entertaining and colorful display. Date of receipt of application will not be considered except as a tiebreaker.

## **REMINDERS**

**Youth and school bands do not have to pay an entry fee if application is received by March 2.** This applies ONLY to the band. Vehicles, non-band marching units, and drill teams pay the non-commercial fee based on date of application.

**We continue to make SAFTEY a focus. The following units are subject to immediate removal from the Parade.**

Units removed from the parade will not be permitted into the parade line up the following year.

- **UNITS USING AIR HORNS.** Air horns may not be used by any unit in the parade.
- **UNITS THROWING CANDY.** Throwing of any candy, merchandise or other items is prohibited. Items must be handed to spectators.
- **Units which are determined to be proceeding in an unsafe manner.**
- **Units which are observed drinking any alcoholic beverage** in the staging area, or along the route. ALCOHOL IS PROHIBITED.
- **Units which in any way interfere with other units.**
- **Units which do not comply with Parade Marshal requests.**
- **Equestrian Units which do not have a Pooper Scooper.**

**Clover Stornetta Farms is again sponsoring a special Kids Parade for youngsters 8 years old and under,** and their parents. It will start at 11:30 a.m. at 4<sup>th</sup> and D Streets and move along the regular parade route to the Kids Area in the A Street Parking Lot. Only pre-schools, primary grade classes or clubs, mothers clubs, and other similar groups will be in this parade. Download a Kids Parade Application online at [www.petalumadowntown.com](http://www.petalumadowntown.com) or call 763-0344, and ask to have one emailed.

**Only ONE motorized vehicle is permitted per entry.** Any additional vehicles (sound trucks, cars, floats, support vehicles) require a separate entry form and separate entry fee for each additional vehicle.

**Applications received without fee or announcer script will be returned to you.** They must be returned, completed, prior to March 12 to be considered for the parade. Fee is based on the date your application is received complete.

**No political CANDIDATE or ISSUE campaigning is permitted in the parade.** See full explanation on Page 2 of this document.

**RAIN OR SHINE:** The parade goes on rain or shine. All units must be prepared for rain or cold as well as sun and heat. Unless the Parade is cancelled by the Petaluma Downtown Association, all units will be expected to perform and no entry fees will be refunded.

## ENTRY DEADLINES & FEES

**No entry will be accepted until all information, fees, and descriptions are received in our office.** Postmarks do not count. Incomplete entries will be returned and cannot be considered until they are complete.

**Non-Commercial entries** are parade units entered by an individual, academic school, nonprofit organization, service club, or youth group which do not give logo or other significant promotional space to for-profit or financial businesses.

**Commercial entries** are parade units entered by commercial or financial businesses. One business per application.

**Academic Schools (K-12):** Academic Schools may submit as many entries (other than bands) as they wish for a single entry fee as long as they are mailed and march together. Applications received separately require separate fees.

Mail or Hand-Carry Entry Forms To  
Butter & Egg Days Parade  
C/O Petaluma Downtown Association  
210 Lakeville St., Petaluma, CA 94952.  
Questions? Call 707 763-0344.

**Early Bird Fees/Deadline: Fri. March 2, 5 PM**  
FEES for entries received COMPLETE by 5 p.m. March 2:  
Non-commercial Early Bird \$42  
Commercial Entry – Early Bird \$300  
Youth Bands Educational & School (Band ONLY) No Fee

**Regular Fees/Deadline Monday, March 12, 8 AM**  
FEES for entries received COMPLETE by 8 a.m. March 12  
Non-commercial Regular \$65  
Commercial Entry – Regular \$500  
Youth Bands Educational & School (Band ONLY) \$20

**Late Entry Monday, March 19, 8 AM or after**  
COMPLETED entries received 8:02 a.m. March 19, or later pay the following fees and will be accepted ONLY if space is available.  
Non-Commercial – Late Fee \$100  
Commercial Entry – Late Fee \$650  
Youth Bands Educational & School (Band ONLY) \$40

**Entry Fees are not refundable.** If for any reason an entry is not accepted into the line-up, fees will be returned. Once accepted into the line-up, fees are not refundable.

## RULES FOR ALL ENTRIES

**ACCEPTANCE OF ENTRIES:** The Parade Committee will jury entries as soon as possible upon receipt, and select up to 100 entries into the parade. Priority will be given to fully decorated and costumed entries which reflect the Parade Theme and/or Petaluma's Butter, Egg & Rivertown History. Entries not accepted will be notified by March 23 via email and their entry fees will be returned.

**ENTRY FORM DESCRIPTIONS:** Please be as complete as possible. All entries must conform to the description provided on the Parade Application Form. If your unit will have an element of sound – chanting, boombox, amplified music for a dance team, singing by a choir – please describe it fully so that we do not place you near other units with competing sound. Any animals included in the unit must be listed and described on this form.

**ALL ENTRIES MUST BE SAFE:** Vehicle and float drivers must be able to have a clear view of the front of the vehicle. Floats must be constructed of fire-safe materials and must carry a fire extinguisher. Appropriate area for vehicle exhaust must be designed into the float/unit. All floats must have secure seating, or hand-holds for standing riders.

**PARADE VEHICLES:** All motorized vehicles in the parade (cars, trucks, tractors, floats, motorcycles) must be driven by licensed, insured

drivers. Evidence of license and current valid insurance must be received in the Parade Office no later than April 1, 2012. No child may sit on the lap of a driver of any vehicle or tractor in the parade.

**INSURANCE/HOLD HARMLESS:** All units must return the application with a signature accepting the Hold Harmless Agreement. All units with animals or vehicles must submit evidence of insurance. A Certificate of Additionally Insured may be required at the discretion of the Parade Committee. Entrants requiring Certificates will be notified in writing.

**PARADE ORDERS:** Parade Orders will be mailed approximately April 9. You will be sent your Parade Number, Staging Position, a Map of the Area and Staging Arrival Time. Please arrange to communicate this to all members of your group. The printed Parade Number, which you attach to your unit, will be handed to you in the Staging Area.

**JUDGING:** Judging will be done by judges selected by the Parade Committee. Parade units can compete in only one category. Each unit will be judged on its overall entertainment value and adherence to theme. The judges' decision will be final. In the case where there is only one entrant in a category, that unit will be re-classified.

**LOUD AIR HORNS:** No air horns may be sounded before during or on exit from the parade.

## THE FOLLOWING ARE PROHIBITED IN THE PARADE

**ALCOHOL:** **No alcoholic beverages are allowed** in the parade, staging area or disband area. Units may not have alcohol on floats.

**AIR HORNS:** **No air horns may be discharged** at any time before during the parade.

**ELECTION/ISSUE CAMPAIGNING:** NO participant may advocate, oppose or depict any political, religious, social or other ballot or political issue or candidate in the parade. **The Butter & Egg Days Parade will not permit itself to be used as a platform or advertising vehicle for any candidate or issue.** No election signs, themes, or colors may be displayed. Units discovered to have political advertising, or to be distributing political advertising along the route, will be removed from the line-up. Currently serving elected officials who represent the Petaluma area will be invited to ride in the parade. Signs will identify only their current status. They may not campaign for re-election, or for another office, nor may they display or distribute electioneering materials on the Parade Route. Candidates, and others, are invited to rent a booth in the Festival Area for electioneering purposes.

**THROWING OF OBJECTS OR CANDY:** **Do NOT throw anything** into the crowd. Spectators may not be enticed into the parade route. If you wish to distribute items to the spectators, please have walkers approach the crowd AT THE CURB and HAND the items to spectators. Units that create a litter problem will be charged for clean up.

**JUMPING ON OR OFF:** **Parade participants may not move, in any way, onto or off of any moving float or vehicle.**

# SPECIAL RULES FOR SPECIAL UNITS

## ANIMALS MUST BE NOTED ON FORM

If you are bringing animals with your unit they must be identified on the Parade Entry Form. Horses, dogs, cows, reptiles, and any other wild or domestic animals shall not be in the parade without specific written approval by the Parade Committee.

All entrants with animals must submit proof that there is insurance in place to cover the animal's activity.

All entrants with animals must clean up after the animal along the parade route and in the staging and de-staging areas. Units not providing a pooper scooper will be removed from the parade.

The Parade reserves the right to remove from the Parade any animal which appears to be uncomfortable, unruly, or in any way presenting an immediate or potential danger to other units or to spectators.

## FLOATS MUST BE DECORATED & SAFE

A float is any fully-decorated (covered 80% or more) structure or vehicle (car, truck, golf cart, rolling cart) that depicts the parade theme. Truck cabs and tow vehicles also must be decorated.

**SIZE:** Floats cannot be taller than 13 feet to get under overhead wires, and cannot be wider than 8 feet to move through traffic lanes. Appendages up to 18 feet may be folded out. Floats must be able to make a 90-degree corner within two traffic lanes. (There are two right turns for all parade units.) Length of a float including the tow vehicle cannot exceed 60' without prior approval of the Parade Committee.

**TREES:** Please be aware that low hanging trees line portions of the staging area. If your unit exceeds 10' in height, please make a note on your application so that we can stage you away from low trees.

## STAGING & PARKING

You will receive detailed Parade Orders about how and when your unit should arrive. Your Parade Orders will be mailed approximately April 9. Please arrange to communicate these instructions to all participants in your group – especially drivers.

Someone from your group must be present in your staging position at all times after your assigned arrival time. Drivers must stay with their vehicles/floats.

Do Not Park Personal Vehicles in the Staging Area. Only Parade Units may park there. Plan on parking in a public parking lot in the downtown. Parking is free.

Horse Trailers will have a special parking area identified in your Parade Orders. Please unload the horses and then move your unit to the assigned staging location.

## Awards & Judging

First and Second Place Awards are offered in each entry class for which there are two or more entries. The parade reserves the right to re-classify entries.

### SPECIAL AWARDS

Special Awards will be made for the following:

- Sweepstakes (Overall Best Entry)
- Judges' Special (Judges' Choice)
- Helen Putnam Memorial Award (Best Historical Themed Entry)

### SPECIAL SCHOOL BAND AWARDS

First Place High School Band	Trophy
Second Place High School Band	Trophy
Third Place High School Band	Trophy
First Place Middle School Band	Trophy
Second Place Middle School Band	Trophy
Third Place Middle School Band	Trophy
First Place Elementary School Band	Trophy
Second Place Elementary School Band	Trophy
Third Place Elementary School Band	Trophy

### JUDGING CRITERIA

Each category will be judged on

- Entertainment Value
- Use of Theme
- Skill in Presentation
- Sportsmanship

All Judging takes place in front of the reviewing stand on Petaluma Boulevard. No performance stops allowed.

**FIRE SAFETY:** All floats must use fire retardant materials and carry a fire extinguisher.

## CAR CLUBS PAY PER VEHICLE

Car club entries are limited to 10 vehicles. Car clubs with more than two cars must travel two abreast along the parade route. Only registered and recognized car clubs qualify for entry with multiple vehicles. Each vehicle must submit an entry form, drivers insurance, and a fee. The per-vehicle fee for Car Clubs is \$15.

## WALKING GROUPS MUST BE COSTUMED

Walking units must be defined prior to parade line-up. No pick-up walkers may join en route.

Walking groups must be costumed, or uniformed.

Walking groups are limited to 50 walkers. Groups of more than 25 must have a minimum of one adult per 10 youth under 14 years of age.

Groups of children younger than 8 years old will be placed in the Clover Kids Parade which will be from 11:30 a.m. to Noon.

Walking groups will be judged in the category appropriate for the oldest performing member of the group. For example: A youth group of 8-14 year olds, accompanied by adults walking nearby, will be judged with 14-year-old groups; a group of 8-14 year olds whose parents are part of the performance will be judged with adult groups.

## ONE FINAL THANKS TO 2011 SPONSORS

Friedman's Home Improvement, Straus Family Creamery, Bank Of Marin,  
Clover Stonetta Farms, G & C Auto Body  
Wells Fargo Bank, Kaiser Permanente, First Community Bank  
Redwood Credit Union, Union Bank Of California,  
Whole Foods Markets, Green Waste Recovery  
Republic Services, Camelbak, Comcast/Xfinity  
Exchange Bank, Hansel Auto Group  
Raley's Nob Hill, Petaluma Dental  
Petaluma Poultry Processors, Sheraton  
Argus Courier, Petaluma Post  
Petaluma Minuteman Press  
KZST, NBC Bay Area  
Lagunitas Brewing, Dempseys, Rodney Strong Vineyards

**We could not produce the parade without the generous support of businesses like these. Please thank them the next time you do business with them!**

At this time we are renewing our Sponsorships and actively looking for new Sponsors who can receive recognition throughout the event. Sponsorships run from \$650 to \$5,000 and generally include parade entry fees.

**For Sponsorship Information: Call Toni at 707 763-0344.**



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**The Parade steps off at Noon on Saturday, April 28, 2012!**

## RIVER OF DREAMS - THEN & NOW

### CELEBRATING THE HISTORIC AND CURRENT CONTRIBUTIONS OF THE PETALUMA RIVER

Petaluma's Butter & Egg Days Parade celebrates the histories and stories – from the dairy and poultry industries to the rivertown financial center – that built Petaluma's early foundation and helped us create a very special hometown. This year the Parade will focus on the Petaluma River and its commercial and recreational contributions to Petaluma's vitality.

**Please fill out BOTH SIDES of this application completely, print clearly, and please use ink.**

#### TELL US ABOUT THE PERSON OR ORGANIZATION APPLYING

**This entrant is (check one box only):**

- A Parade Sponsor  School Band  Commercial, Financial, or Marketing Business
- Non-Commercial (Individual; K-12 School, Pre-School, or 501 C 3,4,5,6,7,8,10, or 19 tax exempt corporation)

Name of the Individual, Group, Organization, or Business making entry: \_\_\_\_\_

Name of person we should contact if we have questions: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Email Address where we should send parade orders (PLEASE PRINT CLEARLY IN INK): \_\_\_\_\_

#### TELL US ABOUT YOUR PARADE UNIT

**What kind of unit do you want to enter in the parade? Please CHECK ONLY ONE CLASS.** This is the class you will be judged in. The Butter & Egg Parade reserves the right to re-classify entries.

- Marching Band** Are you a school? What grade levels? \_\_\_\_\_
- Band or Other Musical Group on a Float** What kind of music? \_\_\_\_\_
- Float – decorated 80% or more** Will you have a truck with towed trailer, or truck with flatbed? \_\_\_\_\_
- Mini Float** – Using fully decorated golf cart, pushcart, or other smaller vehicle. What is the base vehicle? \_\_\_\_\_
- Novelty/Specialty** (Dance, Drill, or Combination Unit) Please indicate what kind of dance or drill unit: \_\_\_\_\_
- Color Guard** Are you representing a branch of US Military? Which branch? \_\_\_\_\_
- Costumed Walking Group** – What are your costumes? \_\_\_\_\_
- Costumed Walking Group with Animals** – What kind of animals? \_\_\_\_\_
- Equestrian Group** – How many horses are in your unit? What kind of equestrian unit? \_\_\_\_\_
- Antique or Classic Car** Is it Antique or Classic? \_\_\_\_\_ What Make/Model Year? \_\_\_\_\_
- Antique or Classic Tractor** Is it Antique or Classic? \_\_\_\_\_ What Make/Model/Year? \_\_\_\_\_
- Car Club** (max of 10 cars; \$15/car fee) Club Name & President: \_\_\_\_\_
- Veterans Group** Will you have a car or marching unit? \_\_\_\_\_

**Please let us know as much as possible about your plans. How will you use our River theme?** Will you focus on **Petaluma's history generally**; on a **River Memory** or a **River theme**? Will you use signs, costumes, float details, music, or what? Please be as detailed as possible. **REMEMBER: All entries must use the theme in some way. This is the description we will use when we jury entries. (Use a separate sheet if necessary.)**

Please describe your entry: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### INFORMATION WHICH HELPS US GIVE YOU A GOOD SHOW IN THE PARADE

**SIZE OF UNIT** Number of people in your unit \_\_\_\_\_ Approximate length of unit (for staging planning) \_\_\_\_\_ feet  
Length of vehicle: \_\_\_\_\_ Width of your vehicle or float: \_\_\_\_\_ Height: \_\_\_\_\_

**Please be sure you have completed both sides of this form. Incomplete entries will not be considered.**

**SOUND? SIZE OF VEHICLE? ANIMALS?**

**SOUND? Will your unit have any element of sound (music, drums, singing, etc.)?**

YES  NO

Will the sound be amplified?  Yes  No Please describe the music/sound: \_\_\_\_\_  
Will the sound be  very soft  moderate  loud  very loud

**MOTORIZED VEHICLE?** Will your parade unit have a motorized vehicle which is used for ANY purpose

YES  NO

**If you answered yes, you are required to submit with this application a photocopy of the driver's license and vehicle insurance card. Please remember, only ONE vehicle per entry form/fee.**

**ANIMALS?** Will your parade unit include any animals (dogs, llamas, cows, cats, snakes, horses, etc.)?

YES  NO

**If you answered yes, you are required to submit with this application a photocopy of liability insurance, which would cover any damage, which an animal of that type might create.**

Please describe the number and type of animals in your unit: \_\_\_\_\_

What is the name of the person responsible for cleaning up animal waste for your unit? \_\_\_\_\_

**ALL ENTRANTS MUST ATTACH A 75-WORD ANNOUNCER SCRIPT**

**Applications received without an Announcer Script will be returned.**

**Things you may wish to include in your Announcer Script:** Your theme, the number of years you have been in the parade, the names of key people on your float, the name of the song you are performing and why you selected it, your organizations' mission or marketing tag line, why you participate in the parade, etc. **But please remember, the announcers only have time to read about 75 words, anything over that will be cut off.**

**FEES, SIGNATURES & DEADLINES**

**Application Date & Fee (please see Fee Schedule) Today's Date:** \_\_\_\_\_ **\$** \_\_\_\_\_ **Check Number:** \_\_\_\_\_

**If today is March 2 or before...**

School Band: No Fee  
Non-Commercial Fee: \$42  
Commercial Fee: \$300

**If today is Mar.3-12, 8 a.m.**

School Band: \$20  
Non-Commercial Fee: \$65  
Commercial Fee: \$500

**If today is after 8 a.m. March 12, entries are accepted**

**ONLY IF SPACE IS AVAILABLE**

School Band: \$40  
Non-Commercial Fee: \$100  
Commercial Fee: \$650

**Please make out your check to Butter & Egg Days Parade.**

**Sponsor Entries:** Sponsors have a signed agreement to support the parade with significant cash contributions greater than a parade fee. Their entry fee is included in their Sponsorship Fee.

**Non-Commercial Entries:** are service clubs, individuals, or nonprofit corporations with a 501 (c) 3,4,5,6,7,8,10, or 19 tax status  
Commercial Businesses may not be promoted by Non-Commercial entrants.

**Commercial Entries:** are any commercial, financial, insurance, or marketing businesses.

**Youth and School Bands pay no entry fee if their application is complete by March 2.**

Your signature on this form is evidence that you agree to the Parade Rules and will abide by those rules and the decision of the Parade Committee and judges. Further, your signature on this entry form indicates that you agree that the Petaluma Downtown Association, the Butter & Egg Parade Steering Committee, the City of Petaluma, and all of those organizations' volunteers, employees, contractors and agents, are released from any and all responsibility for loss, damage, or injury to any person or property relating in any way to participation in the Parade.

**CHECKLIST**

- We have completed both sides of the Entry Form.
- We have read, and agree to, the Parade Rules.
- We have attached Proof of Insurance if we driving any kind of motorized vehicle, or if we are bringing any animals.
- We are including our check for the entry fee. (Please make out your check to Butter & Egg Days Parade.)
- A copy of a driver's license is attached for any vehicle in the unit.
- We have attached a 75-word script for the announcers.

**Please note that incomplete applications will be returned and subject to fees dues at the time they are completed.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Please return this form and your check to  
Butter & Egg Parade, 210 Lakeville Street, Petaluma, CA 94952  
Phone: 707 763-0344 Fax: 707 283-0528  
QUESTIONS? 707 763-0344**

**Please be sure you have completed both sides of this form. Incomplete entries will not be considered.**

# BUTTER & EGG DAYS

PARADE ★ APRIL ★ PETALUMA, CA

Petaluma's Butter & Egg Days Events are produced by the Petaluma Downtown Association

## JOIN US! FOR A PARADE ENTRY WORKSHOP CREATING A MEMORABLE ENTRY

Sponsored by



Wednesday, February 1, at 7 p.m.  
At the Petaluma Art Center, 230 Lakeville Street

Creating a memorable parade entry doesn't have to break the bank, or take hours and hours of time.

Learn tricks of the parade trade at this fun workshop. We'll talk about developing theme ideas, choosing economical ways to present them, making a strong impression so the spectators will remember you, and making sure your team has fun in the process. We'll also talk about making parade days easier on all your participants.

You will take home a Float Building Manual, a Parade Safety Sheet, and a lot of good ideas. River & Boating Fans will be present with pictures & stories about the River & its Watercraft.

## SIGN UP NOW BUILD AN AWARD-WINNING FLOAT THIS SPRING!

Yes! I want to attend the Butter & Egg Days Parade Float Workshop.

- I am enclosing a check for \$5 per person to reserve space. Enclosed \$\_\_\_\_\_. Check Number:\_\_\_\_\_.
- Please put me on the list and I will pay at the door.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Return this form by January 25 to  
Butter & Egg Days Parade, 210 Lakeville Street, Petaluma, CA 94952.  
Or Fax to 866-332-3874