

## 2023 Scandinavian Days Parade Rules

We invite you to participate in the Scandinavian Days Parade scheduled for Saturday, June 3 at 10:00 a.m. We will celebrate our annual Scandinavian Days festival on June 2-3, 2023. This is a great opportunity to advertise your business or organization and connect with the community (see next page). Share your business and its accomplishments to residents, relatives, and visitors at the festival! Be sure to check out the full list of events and information at our [festival website!](#)

### Entry Fees

- \$10 fee for each entry (if more than 1 vehicle, \$20 entry fee)
- \$30 entry fee for political entries
- Additional \$10 for late entry (after May 28)
- **No refunds regardless of weather**
- Make checks payable to *Scandinavian Days Parade*

### Entry Regulations

- Convertibles and signs for the vehicles are not supplied by the committee.
- Due to safety concerns, we can no longer accept semi-trailers/Long truck trailers in the parade; contact us with any questions.
- Candy and handouts may not be thrown (they pose a safety issue) BUT they may be distributed by walkers
- No spraying or throwing water into the crowds (you will be instructed to leave)
- No confetti cannons or mess-making devices (you will be instructed to leave)
- **Entries will be entered in the order they are received. There will be no exceptions to this rule.**

### Line Up Rules

- Lineup begins at 9 am
- Please follow signs and volunteers at entry points (or you will be instructed to leave)
- Please be kind to all volunteers or you will be asked to exit the parade
- You will enter from the North of your assigned Zone (maps to follow with location)
- Tractor Clubs, Jeep Clubs, & Shriner Groups: line up 2 wide (we do not want any gaps/delays in the parade)
- Broad Street will be Closed from the Marvick to Elm - please get to the North side of town via Lafayette or Grand
- Late Entry - Corner of Roosevelt and Market (entry from Roosevelt)

**Forms are due by Friday, May 26 2023 - after May 26th sign up at the late entry booth only.**

Entries cannot be accepted without the liability release signed. **Parade line-up order and detailed directions for the day can be found on the Scandinavian Days website by the end of the day on Wednesday, June 1st.** We will email the lineup and directional lineup maps, - the parade route is attached.

No prizes will be given out (this is a non-competitive parade).

If you have any questions, please call the Story City Greater Chamber at 515-733-4214. We look forward to seeing you on parade day!

## Parade Entry Considerations

As previously stated, participating in the Scandinavian Days Parade is a fantastic opportunity to advertise for your business, club, or group. People travel from all over the state to attend this festival, and this is your chance to put your name out there. This year, the parade committee thought that it would be helpful to include a list of recommendations and ideas for entries in the parade. To best suit the community, we asked what they would like most to see in the parade. Here were the results:

- Handouts
  - Who doesn't like handouts! Handouts include candy, coupons, business cards, toys, etc. A direct connection with people of all ages in attendance at the parade!
- Music
  - People overwhelmingly reported that a silent or quiet parade isn't what they envision. While big tractors and marching bands already have noise accomplished, it wouldn't be inappropriate to include music on your entry. Music can be anything you choose - but please keep it appropriate!
  - Live music is also a great option!
- Animals
  - Not every group is suited to bring animals, and not every animal is suited to be brought to the parade. But, if your entry pertains to animals of some sort, please include them! Animals bring a great liveliness to parades! But, please also consider patron safety - if you are not fit to handle an animal, or an animal is not fit to be in the parade, please do not risk the safety of those in attendance.
- Interactivity
  - Interactivity in a parade goes hand in hand with handouts. Parades are a great time to connect with a community, but how hard is it to communicate when you are not interacting with the people watching the parade? Smiles and waves are always a good start, but even better is greeting and talking to the patrons. Greeting and thanking people as you hand them something is a great way to connect with them.

Especially for new businesses (and old ones too), creating this connection with the community can drive your success and bring the attention that your business, club, or group needs to continue thriving in the community. If you are struggling to come up with ideas for your entry, please don't hesitate to reach out - we would be glad to help brainstorm ideas for your entry!

# 2023 Scandinavian Days Parade

## Entry Form

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

Contact Person: \_\_\_\_\_

Email (REQUIRED): \_\_\_\_\_ Phone: \_\_\_\_\_

Describe your entry in detail (music, animals, people) and specify how much space it will take (for lining up prior to parade). Please be honest with the number of vehicles you will bring. *Due to safety concerns, we cannot accept semi-trailers in the parade.*

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

This year we will operate in Zones.

### Liability Release:

We hereby release the Scandinavian Days Festival and Parade Committee from any liability for damages and/or personal injury inflicted or incurred during the Scandinavian Days Parade on Saturday, June 3, 2023. I have read and I acknowledge the parade rules and understand that failure to follow them may result in ejection from the parade.

Signature of responsible party or organization representative:

X \_\_\_\_\_ Date: \_\_\_\_\_

**Please submit your entry form, entry fee, and signed liability release  
to the following address by 3:00 p.m. Friday, May 26, 2023.**

**Story City Greater Chamber Connection  
% Scandinavian Days Parade  
PO BOX 39  
Story City, IA 50248**

**\*Entry forms may also be dropped off at ACT Insurance during normal business hours\***