



FROM THE DESK OF

Santa Claus



"Santa's Magical Parade of Lights" - 47th Annual Santa Claus Parade

Saturday, November 10th, 2012 - 6:00 pm

I am pleased to be working with the Town of Ajax this year as they present the 2012 Santa Claus Parade. This year's parade will take place on **Saturday, November 10th** beginning at **6:00 pm**. The evening time presents a great opportunity to decorate with lights and colour. **THERE IS NO COST TO ENTER A FLOAT.**

I would like to personally invite you to join this year's parade by registering a float. Help Ajax kick off the festive season with your creative float. Since this is an evening parade, our theme is "Santa's Magical Parade of Lights". Each float **MUST** creatively include **lights and music**. Imagine how magical and thrilling it will be for the children!

The parade route remains the same as in 2011. The parade will marshal on Mackenzie Avenue, south of Bayly Street, and end at Town Hall on Achilles Road. The route is 1.3kms from MacKenzie Avenue and Bayly Street.

Please read through the enclosed package and call the Town of Ajax at (905) 619-2529 ext. 7243 if you have any questions or concerns. The **deadline** for all parade entries is **Thursday, November 1st, 2011**. The elves are very busy making toys this time of year, therefore your forms should be submitted directly to the Town of Ajax.

An **information meeting** will take place for **ALL NEW** parade entries. This is a **MANDATORY MEETING** and all organizations that are entering a float for the **FIRST TIME** will be required to have **one representative in attendance**. Returning organizations will receive information via email and are also welcome to attend the meeting. Several topics will be covered in this meeting including parking, marshaling, float decorating etc. This meeting is scheduled for **Thursday, November 8 at 7:00 pm** at the Ajax Community Centre in the Admirals room. You will be notified no later than **Monday, November 5rd** as to whether your application has been accepted and you are required to attend this meeting. The meeting will last approximately one hour.

One last note for anybody hoping to stay off the naughty list this year - I really don't like confusing or upsetting the children, so **I will be the only Santa in the parade!**

Please note that the Town of Ajax is hosting a Tree Lighting at Town Hall immediately after the parade (approximately 7:30 pm). All parade participants are invited to stay at Town Hall and participate.

Warmest Regards & Season's Greetings,

Santa Claus



Participant Instructions:

Floats

-  The Marshalling Area is located on Mackenzie Avenue South of Bayly Street, north of Clements Road. After your float application has been received & accepted, you will receive further directions regarding marshaling.
-  On the day of the parade, floats are to arrive at the Marshaling Area between 4:30 pm - 5:30 pm in order to be ready for a 6:00 pm start.
-  Marshals will be present when you arrive and they will direct you into your starting position.
-  Please supply your own signage which clearly indicates who you are. Make sure it is visible at either the front of your float or the front of the vehicle towing your float.
-  All floats are to be decorated to correspond with the theme of the Parade "Santa's Magical Parade of Lights". Each float should be designed with lights and music as this will add to the excitement of the Parade. Flatbeds should have decorative skirts covering the sides, to axle height.
-  Floats are to be fully decorated prior to arrival at Mackenzie Avenue. The parade will be departing after dark therefore floats will need to be lit. Lights and music should be tested prior to arriving at Mackenzie Avenue.
-  Walkers must be dressed in bright clothing and/or carrying lights.
-  All floats with children must have one responsible adult in charge at all times. Children must stay seated at all times on the float.
-  There shall be NO open flames as part of any float.
-  All drivers must be licensed to drive the vehicles they are operating. The driver must have clear vision ahead and to the sides
-  Towing vehicles must be in good mechanical condition and properly serviced.
-  All vehicles and floats shall be inspected for safety and decoration prior to entry into the Marshaling area. All materials/decorations must be fastened down. There must be no sharp edges or protruding nails on the float.
-  Generator and/or vehicle exhaust pipes must extend beyond the decorations.
-  All powered equipment shall be CSA/UL approved and in good working condition.
-  **Notes regarding generators and power for lights/floats:**

-  There are many local rental companies who will assist in figuring out the size of a generator required when supplied with information about the float entry (lights and music). LED lights draw very little power.



-  All light bulbs have a wattage rating. This can help in calculating the wattage of a generator /inverter required. Generators typically come in 1500, 3000 and 5000 watt ratings. There are larger ones available. Inverters can also be a source of power and will work very well to power LED lights. Inverters can be purchased at stores where automotive accessories are available.
-  Other equipment such as sound systems will need power as well.

DURING THE PARADE

-  There will be NO stopping during the parade once it is underway. Walkers must be aware that stopping or slowing down to perform or hand out items along route affects the spacing and speed of the parade. The minimum distance between floats/groups is 50' and the maximum space is 100'. Parade marshals will have the authority to keep the parade moving and remove any group or float that delays the parade in any way.
-  All entries must conduct themselves in an orderly fashion. There shall be NO smoking or consumption of alcoholic beverages.
-  There will be absolutely **NO throwing** of items from the float. This is imperative for the safety of the event. To prevent children from running into the street, items must be handed out by an adult costumed walker along the edge of the street. In order to keep the parade flowing, walkers handing out items will have to keep up with the flow of the parade. This means that not every spectator will get a hand out. Parade marshals will enforce these guidelines.

GENERAL INFORMATION

-  All vehicles and floats will be inspected for safety and decorations prior to entry into the marshaling area. The Town of Ajax reserves the right to refuse entry to any float that is not decorated.
-  This parade is intended for the enjoyment of children rather than the promotion of any particular business. **ALL** vehicles **MUST** be decorated in accordance with the theme “**Santa’s Magical Parade of Lights**”.
-  Our top priority is that the Parade be SAFE; there will be absolutely no throwing of any items from the float. Handouts **MUST** be given to spectators at the edge of the road by a costumed adult.
-  The Town of Ajax reserves the right to refuse entry to any float that is deemed unsafe or inappropriate. Parade marshals also have the right to remove floats from the parade who are displaying inappropriate behaviour.
-  To avoid confusing and upsetting children watching the parade, there are to be NO people dressed as Santa on the floats or walking in the parade. The **ONLY Santa in the parade will be provided by the Town of Ajax**.

PARADE ENTRY

-  A parade entry form is attached to this package. Please ensure your completed entry form reaches us by **THURSDAY, NOVEMBER 1, 2012**. We look forward to working with you!
-  After your entry form is received, you will receive further instructions regarding marshaling and parking.
-  Some floats may be required to provide liability insurance. These entries will be notified.

Town of Ajax Santa Claus Parade 2012
"Santa's Magical Parade of Lights"

FLOAT REGISTRATION FORM
(NO COST)

Parade Date: Saturday, November 10th, 2012

Parade Time: 6:00 pm - NIGHT PARADE

ENTRY DEADLINE: THURSDAY, NOVEMBER 1st, 2012

APPLICANT INFORMATION	
Name of Organization:	
Contact Person:	
Mailing Address:	
Home Phone Number:	Alternate Phone Number:
Email Address:	Fax Number:
Name of Float Entry:	
Description of Float, including vehicles:	
Does your entry include live animals? YES ☐ NO ☐ If yes, what is the type of animal?	
Commentary for Rogers Cable Broadcast: (can include information on the organization, services, history, details on float etc.)	
Total length of entry in feet (including float & walkers):	Number of walkers:

Completed float registration forms can be:



Mailed to: The Town of Ajax, Santa Claus Parade - 65 Harwood Avenue South, Ajax, ON, L1S 3H9
Attention: Cheryl Dick



Faxed to: 905.427.3629



Dropped off: At the Ajax Community Centre, 75 Centennial Road. Please clearly mark envelope with "Santa Claus Parade entry".



Email: cheryl.dick@ajax.ca

If you have any questions or concerns, please call 905.619.2529 ext. 7245 or Stacy Toole, Festival and Events Coordinator at 905-619-2529 ext. 7248 / stacy.toole@ajax.ca

