



P. O. Box 1574
WINNSBORO, LA 71295
(318) 435-4488
(318) 435-5398 FAX
www.winnsborochamber.com

October, 2011

It's time to begin planning for the annual nighttime Christmas Parade in Winnsboro!

This year marks our ninth nighttime event, and we hope it will be as successful as those in the past. Once again, we're planning a number of events in conjunction with this year's parade, which is scheduled for Friday, December 2, beginning at 7 p.m.

As always, the parade will cap a week of yuletide events in the downtown area of Winnsboro. In addition to our big parade, we will again hold a **Children's Parade** on Thursday, December 1, and the annual lighting of the Christmas tree and cards along the highway will be held on Tuesday, November 29, with the **Trail of Lights** along the walking trail being lit at the same time.

And, we again plan to have the fireworks display at Landis Park following the parade, which should be visible from most any point along the parade route.

We're sure you understand that the success of the parade depends heavily on the entries and participation by groups such as yours. Even if you have never before participated, this year's parade and related events offer a great opportunity for your group to become involved, and we encourage you to participate in some form or fashion.

There will be two categories for float entries this year, **commercial** and **non-commercial**. Non-commercial categories will offer three prizes of \$500, with an additional \$250 awarded to the float deemed "Best of Show". The commercial division winner will receive recognition and possession of the coveted revolving "Santa" trophy for one year, along with advertising recognition in the Franklin Sun and KMAR-FM radio.

This year, we will put our local **non-profit food vendors** at designated spots along the parade route from 4 pm through the end of the parade. There will only be four spaces available on a first-come, first serve basis, with a \$25 fee for each participating group.

We have included in this packet information pertaining to this year's parade. Please respond to the category in which you or your group is interesting in entering. **If you have any questions, please contact the Chamber Office (435-4488).**

We look forward to hearing from you, and hope that you'll plan to join with us in making this year's Christmas Parade the best one yet!

Paul Price Jr.
Noble Ellington III
Parade Co-chairs



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Please complete and return by November 18, 2011

You may drop this application off at the Chamber office at 513 Prairie Street, fax it to 435-5398, mail to P. O. Box 1574, Winnsboro, LA 71295, or email the information to winnsborochamber@bellsouth.net

Name: _____

Day phone: _____ E-mail _____

Address: _____

City _____ State _____ Zip _____

Floats

____ Our group or organization will build a float for the 2011 Christmas Parade.

Bands, School and Church Organizations

____ Our organization consisting of approximately _____ members will march/walk in the parade this year.

____ Our non-profit group would like to sell food the day of the parade (\$25 fee).

Elected Officials, Pageant winners, etc.

____ I will ride in the 2011 Christmas Parade and will make all the necessary arrangements for my vehicle.

Please note:

Pageant winners, 'Teachers of the Year', elected officials, and other entrants are required to secure their own parade transportation and vehicle lighting.

PATRON SUPPORT

____ I would like to help support this year's Chamber Christmas Parade as a "Patron". My donation to help defray some of the Chamber's expenses is enclosed.

____ Please bill me for my \$_____ donation to help cover parade expenses. My billing information is above.

Thank you for your support of this year's Christmas parade!



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2011 Parade Float Checklist

The theme for this year's parade will again be "Christmas in Franklin Parish". Please note that this theme is used each year so that organizations can "build" on their floats year after year without incurring additional expense.

There is no limit on the amount of money that can be spent on each float. Float building organizations should locate their own sources for donated materials, as well as sponsors.

FLOAT REQUIREMENTS

- All floats **MUST** have Christmas music, live or recorded, clearly audible at 75 feet.
- All floats **MUST** be lighted with Christmas-type lights. There is no limit on the number or type of lights that can be used.
- All floats **MUST** have proper taillights on the trailer, and all vehicles pulling floats **MUST** only use parking lights during the parade.
- Those pulling floats in the parade will have to take a brief safety course conducted by the Winnsboro Police Department on Monday, November 29, at 6 p.m. Please make your plans to attend.
- All floats powered by a gasoline-powered generator **MUST** have a fire extinguisher on board. The City of Winnsboro Fire Department will inspect each float prior to the parade. Those in non-compliance will not be allowed in the parade.
- Each float builder will be responsible for meeting their sponsor's requirements for any and all signage on their float.
- All floats **MUST** have a minimum of four (4) security walkers (adults) stationed on the four "corners" of their float (including the pulling vehicle). Tractor-trailer rigs ("18-wheelers") **MUST** have a minimum of six adult walkers. Marching bands must also have walkers on the four "corners".
- For safety reasons, **nothing can be tossed from any float.**
- **No float can feature a "Santa".** There will be one Santa who will be at the end of the parade tossing candy.
- No horses will be allowed.
- No four-wheelers will be allowed except those entered by retail merchants.
- Float builders must muffle generator noises to the best of their ability.
- Floats may begin lining up at 4 p.m. and must be available for initial judging in parade formation **NO LATER** than 5:30 p.m. Floats not in place and ready to roll by 5:30 will not be judged. All judging will be completed by the 7 p.m. start of the parade.
- **Deadline for notifying the Chamber office that you plan to enter a float is November 18.**



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2011 Christmas Parade Fact Sheet

Date and Time

The parade will be held Friday, December 2, starting at 7 p.m.

Theme

As in years past, the theme for this year's parade will be "*Christmas in Franklin Parish*". This is our recurring theme so that those making a significant investment in their floats will be able to re-use them in ensuing years. **Christmas-type lighting for all parade entries and parade units is mandatory.**

The Parade Route

The parade will follow the traditional parade route through Winnsboro. Entrants will line up in its usual spot along Fair Avenue. Once the parade starts, it will turn right onto Kinloch Street, then take an immediate left and proceed south along Common Street to the Franklin State Bank. At that point, the parade will turn left and proceed in an easterly direction down Prairie Street to Pine Street, where it will turn north and proceed to the stoplight at the intersection of Main and Pine Street by the courthouse.

The parade will turn left and move west along Main Street to Gill Funeral Home, then turn right on Kinloch and proceed in a northerly direction to Johnny's Pizza. The parade will then turn right back on Fair Avenue and proceed to Progressive Bank before dispersing.

Float Categories

There are two float categories, **commercial** and **non-commercial**. **Float entries in all categories will pay a \$50 entry fee.** Deadline for entry is **November 18**, and entry fees must be paid by that time. This fee is non-refundable after November 18.

Commercial entrants are businesses with no limit on building supplies for their floats. These entrants are not eligible for cash awards, but the top judged entry will receive possession of the coveted revolving "**Santa Award**" trophy for one year.

Non-commercial entrants include civic organizations, schools and school organizations, non-profit organizations, and churches. **These organizations are responsible for securing their own sponsors.** These entrants are eligible for cash prizes.

This year, \$500 cash prizes will be awarded to the top judged non-commercial entrants in the following categories: **President's Award**; **Chamber Award**; and **Mayor's Award**. In addition, a \$250 bonus will be awarded to the award winning float deemed "Best of Show".

(See enclosed "Parade Float Checklist" for float requirements)

Lighting Requirements For Floats

Since this is a night parade, **it is mandatory that all entries light their floats and/or vehicles with Christmas lights.** There are no set requirements for this, but entrants should use liberal amounts of lighting that will add to the spirit of the nighttime parade.



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Float entries should decorate the vehicle used to pull their float. **This will be used as a tie-breaker for the float judging.**

Lighting Requirements for Other Vehicles

Vehicles used in the parade for non-float pulling purposes **must** be decorated for Christmas in an appropriate manner for a nighttime Christmas parade.

Participation

The parade is open to any individual or group. All entries and participants **must** be registered through the Chamber office. Non-judged entries (*i.e., vehicles with elected officials, beauty queens, etc.*) must be registered with the Chamber of Commerce office prior to the parade, and their vehicle must be lit with Christmas lighting.

Bands

Bands, both high school and junior high school, are encouraged to participate. **Marching bands, drill teams, cheerleader squads, and other similar units will be required to have security walkers on all corners of their formation.**

Judging and Prizes

The announcement of the winners - floats and antique cars - in this year's parade will be made prior to the parade during the lineup, and signs will be affixed to the winning floats.

The cash prizes will be awarded to the float building organizations, and a float can only win one cash award. The winning organizations will also be recognized in the Franklin Sun, as will the commercial float winner.

Float building organizations are encouraged to use their imagination, and pull ideas and materials from the resources to which they have access.

Only entrants in the non-commercial division will be eligible for cash prizes.



For more parade information, visit the the Chamber of Commerce website
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YEAR-ROUND FLOAT STORAGE NOW AVAILABLE FOR CHRISTMAS PARADE ENTRANTS

The Chamber is pleased to announce that year-round float storage is available for groups or organizations that build floats for the annual Christmas Parade.

Through the generosity of Boyce Stone at the Franklin Cotton Warehouse, float builders for the parade will now have the option to store their units **year-round** and **under roof** at the warehouse just north of Winnsboro.*

This will enable float builders to leave their units **completely intact** if they so choose, or will give float builders the option of storing **large components** of their float under protective cover for use the following year.

Anyone who has ever built a float knows the work involved, as well as the expense. The fact that year-round storage is available may make the float-building process much **easier** and **cost-efficient** in the years to come.

And, if you are a commercial entity, the advertising opportunity the parade brings to your business or organization is certainly enhanced because of this.

Again, the Chamber is pleased to make this announcement, and hopes that you will take advantage of this great opportunity.

Sincerely,

Paul Price Jr.
Noble Ellington III
Parade Co-chairs

** Space availability could change due to seasonal cotton storage demand.*