



We would like to welcome you in submitting an application for your participation in the Rotary Lights Parade that celebrates the opening of the Annual Rotary Lights of Downtown La Crosse.

The Rotary Lights Parade is the Friday following Thanksgiving, Parade starting at 5 pm.

Rotary Lights Parade is about the community and a family tradition for many. This is an opportunity for your Business/Organization to be seen by everyone in the La Crosse Area.

Following immediately after the parade is the fireworks display put on by the Skyrockers and the illumination of more than 3,000,000 lights in the La Crosse's Riverside Park.

Among the splendor is a 140ft Christmas tree, and animated light displays fill the park. Santa and his reindeer will be there. Nearly 160,000 visitors per year enjoy this holiday tradition while driving, walking or taking a carriage ride through Riverside Park, and more.

There are many options to participate. You can drive a vehicle or float, walk in a group or team, march in a band, donate and more. Decorate your group with advertising, lights or Christmas joy! All Participants must be decorated and lit for the celebration of the Lights.

Please understand that Rotary Lights will feature "Santa Claus" as part of our float. So to avoid any confusion with children watching or participating in the parade, it's important that no other units include a live "Santa Claus". Consumption of alcohol while participating in the parade will not be tolerated.

Rotary Lights, INC. purpose is to "Feed the Hungry of the Coulee Region". If you or an organization you are involved with would like to help organize an event in partnership with Rotary Lights to help us increase food collections, contact Rotary Lights at 608.784.9993.

Application and more information is attached on the next page.

Contact Tim Ehler at 608.792.6955 or Email at [rotarylightsparade@gmail.com](mailto:rotarylightsparade@gmail.com)

**Parade Application**

Group/Organization/Business NAME:

CONTACT NAME:

CONTACT NUMBER:

EMAIL:

ADDRESS:

**UNIT DESCRIPTION:** Check all that apply

Include space needed for the unit in Feet. Approximate number of participants or animals.

- Float
- Vehicle (Include type and proof of Insurance)
- Walking
- Animal (you must have immediate clean up)
- Musical, Sound
- Royalty, Officials (will be announced)

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**Broadcasting by the Media and Announcers:** Describe in one or two sentences word for word how you would like your group announced to the crowd

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**PARTICIPANT SIGNATURE or INITIALS:** \_\_\_\_\_

**RETURN APPLICATION TO** [rotarylightsparade@gmail.com](mailto:rotarylightsparade@gmail.com) Tim Ehler 608.792.6955

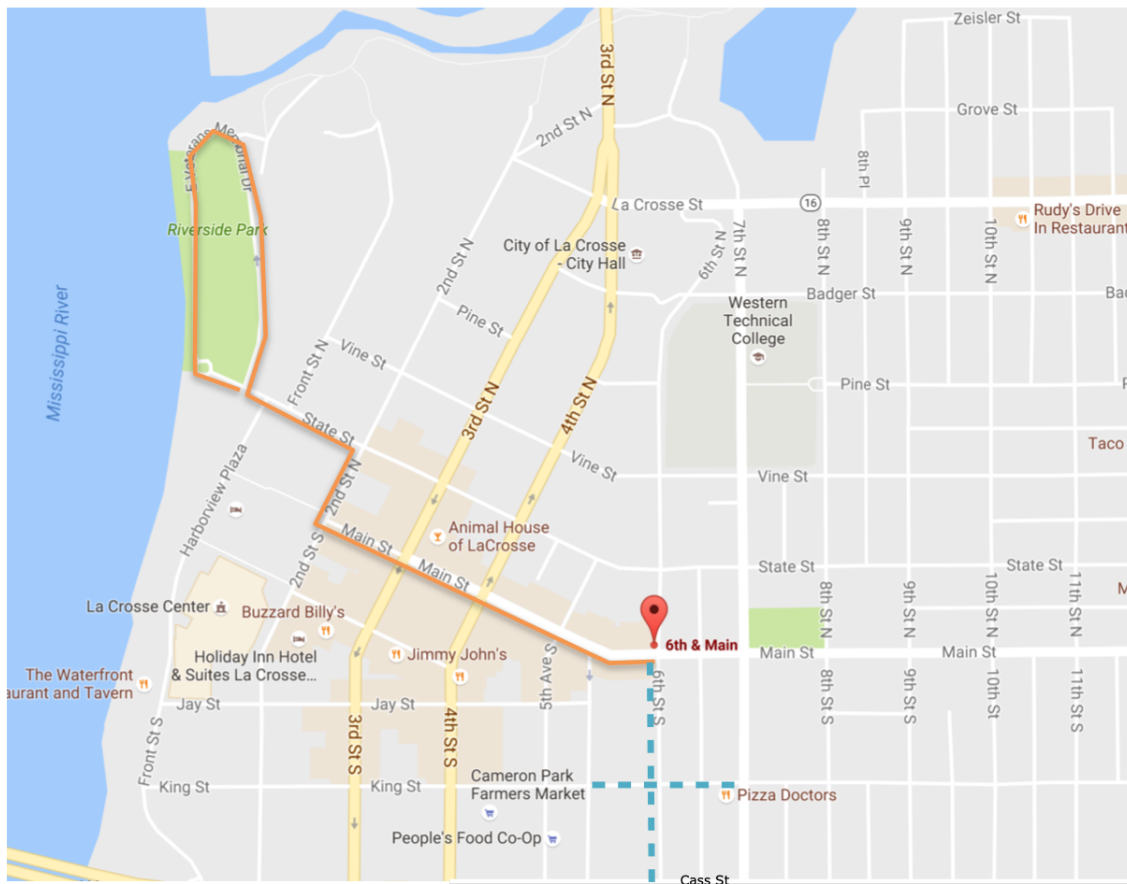
Rotary Lights Parade Committee P.O. BOX 215 La Crosse, WI 54602-0215

**Parade Day:**

Staging area for you to line-up before the parade. Your line-up number will be assigned in order of arrival. The staging area will be between/on 5th Street and 6th Street, staging will open at approximately 3:45 PM. All units will be judged before the parade.

Parade Participants will have a chance to win; Santa's Choice, Best Lit, 1st & 2nd place.

After the parade If you would like to watch the opening ceremony please park your unit out of the way, leave the traffic lane within the park open to allow other participants and/or emergency vehicles to go through.



**KEY:**

ParadeRoute:



Staging area for participants (line up):

