



28th Annual West Fest Community Celebration – Parade Entry Application

“Wild, Wild West” – Sept. 20 - 22, 2019

West Fest Parade: Sept. 21, 2019, 12 – 2 p.m.

Applications accepted beginning Wednesday, April 1, 2019

DEADLINE: 5 p.m. Thursday, Aug. 1, 2019

COMPLETE ALL INFORMATION – TYPE OR PRINT LEGIBLY.

Attach additional pages if needed.

INSTRUCTIONS:

Please read all rules and regulations before completing Sections 1 – 5 of this application. Retain a copy of Sections 1 - 6 for your records.

Return the following to the City of West Fargo 5 p.m. Aug. 1, 2019

1. Completed Sections 1 – 5 of this application
 - a. Section 1: Contact Information
 - b. Section 2: Parade Entry Type
 - c. Section 3: Entry Fee Payment
 - d. Section 4: Parade Entry Information & Grandstand Announcement
 - e. Section 5: Statement of Compliance
2. Parade entry fee in form of cash, check or money order payable to “City of West Fargo” or arranged credit card purchase. Please note “parade entry fee” in memo of check or money order.

Please mail your completed application and fee payment to:

West Fest Parade

Attn: Ellen Rossow

800 4th Avenue E

West Fargo, ND 58078

or email your completed materials to ellen.rossow@westfargond.gov.

Emailed versions of parade entry applications must be:

- In .pdf format
- Labeled as *YourBusinessName_WestFestParadeApplication.pdf*
- Sent to ellen.rossow@westfargond.gov

Questions or concerns: ellen.rossow@westfargond.gov or 701-433-5312

SECTION 1: CONTACT INFORMATION

Please fill out the following section with contact info for the person in charge of your West Fest Parade entry. All contact will be with this person going forward. It is imperative that this person has access to the email address provided, as important updates will be sent to participants via email only. It is incredibly helpful that this person be present the day of the parade.

Organization/Business Name: _____

Contact Person Full Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Alt. Phone #: _____

Email address (important parade line-up info and details will be sent to this address):

SECTION 2: PARADE ENTRY TYPE

Please fill out the following section as complete as possible. Accurate information provided below is extremely important to parade organization.

2.1 Entry Category (Check one box):

Commercial Business (\$125) Political Entry (\$75) Nonprofit (\$50)

2.2 Type of Entry (Please check all that apply.)

Groups are charged one entry fee (listed above) for one checked box plus an additional \$25 for each subsequently checked box. For example, a commercial business float with horses following it would pay \$125 for their initial entry (float) plus \$25 for their additional entry (horses.) The walking group entry type is for dancers, cheerleaders, marchers, etc. **Walkers to hand out candy are included in all parade entries and DO NOT need to be marked in this section.**

Float (1 unit per entry, includes the vehicle pulling it if applicable)

Standard Vehicles (3 per entry, includes cars, pickup trucks, SUVs, etc.)

Motorcycles, Bicycles (10 per entry)

Semi-trailer (1 unit per entry, must line up in OVERSIZED area)

Machinery/tractor (1 unit per entry, must line up in OVERSIZED area)

Walking group (dancers, cheer teams, marching band, etc.)

Horses

Other, please specify: _____

SECTION 3: ENTRY FEE PAYMENT

Total fee: _____

How will you be paying your fee? (Choose one)

Cash Check (# _____) Credit Card (a 3% additional fee will be applied)

SECTION 4: PARADE ENTRY INFORMATION & GRANDSTAND ANNOUNCEMENT

4.1 Entry Measurements and Description

Do not leave this section blank. Please provide an explanation of your parade entry to the best of your ability. If you are still in the process of making decisions about your float entry, please do not submit your entry until the decisions are finalized.

Please describe your entry for use in organizing parade line-up:

(Ex. "30 dancers in 3 rows of 10" or "3 cars with 6 walkers handing out candy," etc.)

Please provide your entry's dimensions in feet, so the West Fest Committee knows how much room we need to stage you. If you have a number of vehicles or a mixture of entry types, please describe what size area you would need to stage all of your pieces together during parade line-up:

Unit Width (Ft): _____ **Unit Length (Ft):** _____ **Unit Height (Ft):** _____

Other measurement notes:

4.2 Grandstand Announcement

Please provide a short description of your business/entry for our Grandstand announcers to make during the parade. Please limit text to 200 characters. Announcements exceeding this limit will be rewritten in a shorter format. If you do not submit an announcement, your organization's name will be announced as you pass the Grandstand.

"This is an example of a 200-character announcement. Please limit your announcement to be about this long (around 15 seconds when read.) Thank you for your cooperation and understanding. Yay West Fest!"

SECTION 5: STATEMENT OF COMPLIANCE

Organization/Business Name: _____

By checking the box below I agree that I/organization representative has read and agree to:

- The 2019 Parade Rules, Regulations and Schedule and agree to be bound by them and any other regulations adopted by the City of West Fargo (Section 4).
- I understand that the City of West Fargo has the right to refuse my parade registration or request.
- **RELEASE AND WAIVER:** To the fullest extent permitted by law, I/we hereby assume all risk of personal injury or death and property damages or loss from whatever causes arising while I/we are involved in connection with West Fest Activities and I/we hereby release the City of West Fargo, including volunteers and parade committee members, from any and all claims relating to or arising out of activities in which I/we are participants in connection with West Fest Activities, whether known or unknown, foreseen or unforeseen, liquidated, unliquidated, fixed, contingent, material or immaterial, disputed or undisputed, suspected or unsuspected, asserted or unasserted, direct or indirect, at low or in equity and I/we understand and acknowledge the significance of such release and waiver and I/we hereby assumes full responsibility for any injuries, damages or losses that I/we may incur as a result of its execution of this release and waiver.

Complete this form by checking the box indicating the acceptance of the above statements.

Visit <http://westfargond.gov/762/West-Fest> for official event details.

SECTION 6: WEST FEST PARADE RULES AND REGULATIONS

West Fest is an annual community celebration, with the West Fest Parade being the most widely attended event out of the entire weekend of festivities. In fact, the West Fest Parade is one of the largest parades in the state. The West Fest Parade highlights organizations from West Fargo and the region. It is a great opportunity to connect with the public and advertise for your organization. All participants must comply with the following rules and regulations.

5.1 – Alcohol	The West Fest Parade is a family event. No alcohol is permitted in staging areas or on the parade route by entries or parade attendees.
5.2 – Application	Application period begins: Monday, April 1, 2019 All entry applications must be completed in their entirety and include the proper payment to be considered for participation. Application period ends: 5 p.m. Friday, Aug. 1, 2019 To be an eligible application, the completed application must be postmarked no later than the above date or (if hand delivered) reach the City of West Fargo Communications office no later than the above date and time.
5.3 – Arrival Times	The West Fest team will notify applicants by email of parade line-up details and other specifics on or before Aug. 30, 2019. This includes arrival times. Your group is expected to adhere to your specific line-up time to ensure you keep your spot in line. If a parade entry is not in its assigned staging area at the assigned time, its spot in the parade line-up will be forfeited. The entry will then be placed, on a first-come, first-serve basis, at the end of the parade.

5.4 – Candy, Hand-outs	No object of any kind may be thrown to parade spectators from any parade unit. Participants choosing to provide candy or hand-outs MUST have walkers alongside their float to distribute materials. It is of great importance that participants help keep parade spectators far away from moving vehicles as possible. This can be done by handing candy directly to parade spectators or ensuring any items thrown by walkers are thrown to the curb, as far away from the wheels of parade units as possible.
5.5 – Drivers, Vehicles	Drivers must stay with their entry at all times. Once you are in line, you will not be allowed to leave your vehicle/float unattended. No exceptions. Your vehicle needs to be fueled and ready to go before entering the parade line-up. All candy and hand-out materials should be with you when you arrive for line-up. During the parade, please allow 20 ft between each entry.
5.5 – Family-friendly	West Fest is a family-friendly parade for attendees of all ages. Please keep this in mind while designing your parade float. Entries deemed inappropriate for children may be removed from the parade and denied subsequent entry.
5.6 – Fees	<p>All entry fees are nonrefundable, for any reason, after date of acceptance into the parade. A check return fee will be applied to any check returned by the bank.</p> <p>All cash, checks or money orders, must be made payable to "City of West Fargo" with "parade entry fee" in the memo and mailed or hand-delivered to</p> <p><i>West Fest Parade Committee</i> <i>Attn: Ellen Rossow</i> <i>800 4th Avenue E Suite 1</i> <i>West Fargo, ND 58078</i></p> <p>Credit card payments can be made by phone with Ellen Rossow at (701)433-5312, but will incur a 3% additional credit card processing fee.</p>
5.7 – Horse Units	All horses are required to wear a diaper for the safety of following participants and parade attendees. Parade officials will check to ensure that horse units comply with this requirement.
5.8 – Notification	<p>Notification of final parade list: Friday, Aug. 30, 2019</p> <p>Applicants will be notified by email of parade line-up details and other specifics on or before Aug. 30, 2019. Emails will be sent to the primary email listed on this form. It is the applicant's responsibility to ensure they have access to the listed email address to receive this important information.</p> <p>Only fully completed and paid for applications will be considered for the West Fest parade. Line-up numbers will be assigned with consideration of the order applications were submitted as well as the size and nature of each entry.</p>
5.9 – Parade Numbers	Parade entry numbers will be assigned for each entry. Line-up numbers are assigned with consideration of the order applications were submitted AND the size and nature of each entry. There is no guarantee for a specific lineup position. Each entry must maintain its assigned position throughout the entire parade. Each entry will be provided unit number signs upon arrival at parade lineup. The signs must be displayed as directed by City of West Fargo staff and volunteers.
5.10 – Parade Route	Parade route specifics will be shared with West Fest Parade participants and West Fargo residents on or before Aug. 30, 2019.

5.11 – Parade Sections	West Fest Parade lineup is divided into 3 sections; RESERVED, GENERAL and OVERSIZED. The RESERVED section leads the parade and contains parade sponsors, city officials, currently elected officials (not campaigning), ceremonial entries arranged by the City of West Fargo and the previous year's Best in Theme winner. The OVERSIZED section contains large machinery, semi-trucks and oversized entries, both reserved and general in nature. Reserved oversized entries (sponsors) will lead the OVERSIZED section. The GENERAL section contains the rest of the parade entries including commercial, non-profit, school groups, etc. Entries will know what section they are in and where to line up on or before Aug. 30, 2019.
5.12 – Parade Staff	West Fest staff, volunteers and West Fargo Police will be stationed along the parade route to direct entries, ensure parade continuity and help manage attendees. Parade staff have the right to remove entries from the parade. Individuals or groups not following direction of West Fest staff may be denied subsequent participation in West Fest celebrations. The West Fest Parade Committee reserves the right to limit or exclude any entry for non-compliance. Entry fees are non-refundable.
5.13 – Parade Theme	The theme for this year's West Fest Parade is "Wild, Wild West." All parade entries are encouraged to decorate their floats in accordance with the parade theme, but it is not required. West Fest is a family-friendly parade for attendees of all ages. Please keep this in mind while designing your parade float.
5.14 – Political Entries	ONLY currently elected officials will be placed in the RESERVED section. Politicians currently campaigning will be placed in the GENERAL section, even if they are currently elected. No campaigning signs are allowed in the reserved section. Signs must only recognize the name and office of the current title-holding politician. NO EXCEPTIONS! All political entries MUST pay the \$75 political entry fee. Please note, the continual shaking of hands and speaking with citizens causes gaps in the parade and is discouraged.
5.15 – Prizes, Judging	<p>By entering the West Fest parade you are automatically entered into the West Fest contest for cash prizes. Judging of entries will take place the morning of the West Fest Parade during parade line-up. Winners will be presented with a poster to place on their entry before the parade and will receive special recognition in front of the grandstand during the parade.</p> <p>Prizes:</p> <ul style="list-style-type: none"> - Best of Theme Award: \$1000 - Best in Show Award: \$1000 - Mayor's Choice Award: \$500 - Community Pride Award: \$500 <p>Prize checks will be issued after the Oct. 7, 2019 city commission meeting.</p>
5.16 – Staging Area	It is the responsibility of each parade unit to keep your staging space clean of any trash. Remember West Fest line-up is in a residential area. We should all work together to keep our neighbor's driveways and roads clean.
5.17 – Stopping, Performances	No stopping is permitted during the parade unless directed to do so by the parade officials. Performance by bands, dancers, etc. must maintain a forward motion, unless other arrangements have been made with City of West Fargo Staff. Non-compliance with this rule, like all parade rules, may result in disqualification from future West Fest parades.

