



2026 Holiday Parade | Friday, December 4th, 6:30 pm

ENTRY FEES		
\$60.00 per float	\$30.00 per float (non-profit rate)	\$20.00 per additional vehicle
Guaranteed placement within the FIRST TEN SPACES of the parade – Additional \$100		

Float Guidelines:

- Lineup will start at 5 p.m., Friday, December 4th, 2026. Enter Marathon Park through Garfield Street. The parade will start at 6:30 p.m. – be ready to go by 6:15 p.m.
- Lineup is on a first come, first serve basis. If you have multiple vehicles, you must wait to line-up until your entire group has arrived.
- Early floats will be sent to the back of the line. DO NOT LINE UP BEFORE 5 PM.
- You will receive your identification number when you arrive at the park. Please place this number in your windshield. You will show your number to a volunteer located on the corner of Jefferson and First Street who will radio it to the announcers. *PLEASE NOTE THAT THIS NUMBER DOES NOT DETERMINE YOUR SPOT IN THE LINEUP – IT IS ONLY FOR IDENTIFICATION PURPOSES.*

Important Information

- Items can be passed out by your WALKERS ONLY absolutely NOTHING can be thrown from the float. This is for everyone's safety.
- Do not use Santa or Mrs. Claus in your float; it confuses children who still believe.
- Floats must be decorated, don't forget to use lights!
- Keep walkers no more than 15 feet from you float. WALKERS MUST KEEP PACE!
- Please make arrangements prior to the parade for walkers and float participants to be picked up or taken back to Marathon Park.
- Participants MUST complete the entire parade route. NO early turn-offs. The announcer's stand is at the 400 Block. At Jefferson & First Street a person will ask for your number to relay it to the announcers.
- You may help sponsor the candy for \$50 or get a page in the coloring book that is handed out along the route for \$150!

Exit Route: Once past Jefferson Street by the 400 block, continue straight to Sixth street.

Unloading: Do not unload on Jefferson Street and back-up the parade. We suggest the US bank parking lot off Jefferson.



Large Group:

- If you have a large group, ESPECIALLY with children, it is your responsibility to have a meeting place. Many parents are dropping off children and we have no way to determine where your float is. We suggest meeting near the tennis courts at Marathon Park.

Candy Guidelines:

- Floats may HAND OUT candy, but may NOT throw it.
- Any items beyond candy MUST be approved through Wausau Events. Please contact brooklyn@wausauevents.org to get your items approved before the parade.
- If you do not wish to hand out candy, and instead would like to become a candy sponsor, please contact brooklyn@wausauevents.org. Candy sponsors are \$50 each.

Float Decorating Guidelines:

- You may decorate your float as you wish. It will be dark out so lights are a MUST!
- No political signage is allowed in the parade – this is a family-friendly event. Floats that have this will be asked to remove it or removed from the parade if they refuse.
- This year's theme for the parade is "Merry & Bright"!

Float Contest:

Get creative when you decorate your float for a chance to win an official Holiday Parade Float Title! Winners will be revealed on our social media channels following the event! Judges will be sitting on the stage by the 400 Block!

The titles up for grabs in 2026 are:

- "Best Very Merry Mixtape Float"
- "Best Walking Float"
- "Best Crowd Engagement Float"
- "Best Lighted Float"
- "Best Overall Float"

Winners will receive a donation to their charity of choice and be announced on Social Media.

For more information, please contact Brooklyn Hess, Executive Director, at brooklyn@wausauevents.org or 715-297-9531



2026 Holiday Parade Application | Friday, December 4th, 6:30 pm

Please complete this form and **MAIL** it to our office (316 Scott Street, Wausau, WI 54403) by **November 14th**. Incomplete applications will not be accepted and will be returned.

- ☐ I understand the parade route and will not turn-off early
- ☐ I understand that Santa MUST NOT be used in my float
- ☐ I understand that Candy will be handed out during the parade by the Santa Float as well
- ☐ I understand it is my responsibility to coordinate a meeting area and transportation back to the park for my float participants
- ☐ I understand I will not be refunded if the parade is cancelled

SIGNATURE: _____ **DATE:** _____

Organization: Please NEATLY write the name of your business/organization and what you would like announced as your float gets to the 400 Block.

Organization: _____ **Contact Person:** _____

Address: _____ **Phone:** _____

Email (Required): _____

Cell Phone number for evening of parade: _____

(This is especially important for large groups. We have had many instances where young children are being dropped off at the parade, and we have no way of getting in touch with the float organizer on site.)

of Vehicles _____ **(2 max) (1 Vehicle counts as one truck, van, trailer, etc.)**

of Additional Vehicles _____ **(any add. vehicles beyond the two included in registration; may register up to two additional vehicles) ***Additional vehicles are charged \$20 for entry into the parade beyond the original fee. One vehicle counts as one SUV, Truck, Van, etc. Floats can have one truck & one trailer, but that then counts as the two vehicles.**

Announcement: (Example: Happy Holidays from Wausau Events!)

Please designate a charity/nonprofit org. to receive a donation in your name should your float win the float contest: _____

Vehicle Registration:

Please check the registration options below that apply to your float.

\$60 _____ Parade Entry Fee **OR** **\$30** _____ Non-Profit Entry Fee

\$100 (additional) _____ I would like to occupy one of the first ten places in the parade

\$50 _____ Candy Sponsor (Helps buy candy & you receive logo on the last float)

\$75 _____ Coloring Book Page Sponsor (see additional information on coloring book)

Please make all checks payable to Wausau Events, Inc.

*****IMPORTANT*****

Along with this application, you **MUST** submit a Certificate of Insurance for your vehicle with the following language: "Wausau Events, Inc., City of Wausau, Marathon County, Wausau/Marathon County Parks & Recreation, and their Elected Officials, Officers, Board of Directors, Employees, & Volunteers are listed as Additional Insureds with respect to General Liability on a Primary and Non-Contributory basis". **Wausau Events, Inc. Must be listed as the Certificate Holder. Minimum Coverage Limits are \$250,000/\$500,000 (250,000 per person/500,000 per accident). Coverage limits below this will not be accepted. A new insurance certificate must be submitted every year. NO EXCEPTIONS - APPLICATIONS WILL BE CONSIDERED INCOMPLETE WITHOUT the Certificate of Insurance.**

In order to be considered complete, your application package should include:

- ☐ Your completed application form with all blanks filled
- ☐ Certificate of Insurance
- ☐ Check made out to Wausau Events, Inc. for the total amount of vehicles indicated on your application form

Incomplete applications will be returned and not allowed to participate.

Please complete your application in full before sending it in for consideration.

Send completed application, check, and Certificate of Insurance to:

Wausau Events, Inc.

316 Scott Street, Wausau, WI, 54403