



COMMERCIAL ENTRANT APPLICATION

The Kailua-Kona Community Parade Association & the Rotary Clubs of Kona present:
The 35th Annual Kailua-Kona Community Christmas Parade
Saturday, December 14th 2019 5:00PM



**Ho‘olaule‘a Kalikimaka Kō Kona
‘Kona’s Christmas Celebration’**

Entry Deadline Saturday December 7th, 2019

Visit our web site at www.paradesinkona.com

All entries received after the December 7th deadline and approved will be charged a late fee of \$25.00. If you have any questions regarding this application, deadline dates, entry fees, categories or for any additional information, please call 808-345-2108

Name of Individual/Business/Organization/Group: _____

Person in Charge: _____

Address: _____ City: _____ Zip: _____

Telephone: (required) _____

E-mail address: (required) _____

Approximate number of participants in your entry:

Type & Size of Vehicle(s)* listed in the order in which they will be lined up: **DECORATE ALL VEHICLES**
Entries cannot have more than 3 vehicles (additional with approval) Motorcycles and ATV’s are not permitted.

- 1.) _____ ft.
- 2.) _____ ft.
- 3.) _____ ft.

Does your entry have live singing? __ Yes __ No Other music: __ Yes __ No Will Your Group Stop to Perform? __ Yes __ No
PLEASE READ RULES PAGE 2

Amplifying system: __ Yes __ No Will your entry be lit up with lights? __ Yes __ No

Top 3 commercial entries receive an award certificate with Best Use of Parade Theme

Entry Fees:

For all commercial entrants, the parade entrant fee is \$150.00. Please make your check payable to the Kailua-Kona Community Parade Association. Please note that your entrant fee helps to offset the cost of putting on the Kailua-Kona Community Christmas Parade which is additionally supported by Rotary Club support. \$50.00 of your fee will be donated to the Hawaii Island Food Basket as part of the 8th Annual Menehune Holiday Food Drive. We appreciate your kokua!

Amount Submitted: \$ _____ Make checks or money orders payable to: **Kailua-Kona Community Parade Association**

I, (we) do hereby waive and release the Kailua-Kona Community Parade Association, the Rotary Clubs of Kona, as well as the owners or management of the grounds or location where the event is held, from any and all claims of personal injury, bodily injury, property damage, other damages, losses and/or death that may arise from participation in this parade.

**All vehicle drivers in this entry will have a valid operator license and insurance for the vehicles being driven.*

Name (Print)

Signature

Date

The 35th Annual Kailua-Kona Community Christmas Parade

**Theme: Ho'olaule'a Kalikimaka Kō Kona
'Kona's Christmas Celebration'**

Saturday, December 14th 2019 Start 5:00 PM



SCRIPT FOR ANNOUNCER

Please type or print legibly

Name of Entry (from page 1) _____

Please provide a 30 second script (Maximum of 120 words). Key points to consider: Name of organization, purpose, what's special about your organization, detail about individuals or vehicles in the entry. Please read your script allowed to maximize the 30 second maximum.

Awards: Commercial entries will be judged for Best in Theme and Best in Entertainment. In addition, there will be awards for Best Crowd Pleaser, Best Musical entry, Best Lighted entry and our Judges' Special Award.

Delivery of your COMMERCIAL application DEADLINE December 7th:

Scan application to applications@ParadesInKona.com. Check delivery via USPS with check made payable to the Kailua-Kona Community Parade Association
P.O. Box 1965 Kailua-Kona, HI 96745
Or drop off at the West Hawaii Civic Center Building C 2nd Floor Administration office

Questions 808-345-2108

The Christmas Parade Committee extends its warm aloha for your involvement and participation!

Rules and Guidelines

35th Annual Kailua-Kona Community Christmas Parade – December 14th 2019

Assembly Time and Parade Route: Parade participants should check in at the Kona Kekuaoakalani Gym/Pool Complex no later than 4:00PM. Entrants staging on Loloku St. will receive separate notification. There will be food drop-off areas on the Kau side of the gym as well as on Loloku St. The parade will start promptly at 5:00 pm and take the traditional route, Kuakini Hwy to Palani Road onto Ali'i Drive to Coconut Grove Marketplace.

Directions to the Assembly Area: We strongly recommend that you use Makala Blvd. (the road below K-Mart) to Kuakini Hwy going South to the gym. There will be parking for non-parade vehicles behind the gym on the Makai side. There will also be a drop-off area in front of the gym on Kuakini Hwy on the Makai side. Entrants that have been informed that they are staging on Loloku should go down Makala Blvd., make a left at Luhia, and then take the first right after Target, onto Loloku St.

Parade Vehicle Parking: Vehicles in the parade will be directed to their assigned positions. A parking slot for your entry will be numbered. Please back your vehicle in carefully as there will be many children at the assembly area. Larger trucks and floats will be directed to our separate staging area on Loloku Street.

Placement in Parade: The position of your entry in the parade will be given upon check-in on parade day at the check in tent.

Vehicle Entry: If you are entering a vehicle **DECORATE!** We want everyone to enjoy themselves and show off their Christmas spirit.

Santa: **NO SANTA SUITS ALLOWED.** Santa will be the last entry in the parade to greet the children.

All Entries: Must be in good taste and suitable for an ohana “family” entertainment event and venue.

While in the Parade: To permit the announcers to adequately describe each entry please maintain a distance minimum of four car lengths between entrants. Please show your kokua and do not crowd the entry in front of you.

Handouts: Handing out of candy to the crowd is permitted by walkers only. **Throwing of candy or objects from the vehicles or by marchers is strictly not allowed. Entrants ignoring this rule will be escorted out of the parade by the parade marshals.** This is a serious safety concern. Children run into the street to get thrown candy. Safety first. Distribution of gifts, merchandise, literature, handouts or political materials **must be approved** well in advance (allow 14 days) by the parade committee. Squirt guns or other items potentially dangerous to spectators will not be allowed.

Changes in your Entry: For any changes to your entry prior to event day call 808-345-2108. Please advise of any changes a minimum 72 hours before the scheduled start of parade.

End of Parade: The parade officially ends at Coconut Grove Marketplace, however it is usual to see spectators lined up all the way to Walua Rd. **Vehicles are not permitted to enter Coconut Grove Marketplace or stop to let off participants in that area. This is a huge safety concern.** All vehicles will continue south on Alii Dr., proceeding directly to Walua Rd. There will be disembarking areas just as vehicles turn onto Walua Rd., and/or vehicles may slowly return to the gym via Kuakini Hwy. The parade committee greatly appreciates the expertise and the caution taken by your drivers.

Eligibility: The parade committee's decision regarding all entrants, their eligibility, placement, and judging is final. Eligibility is based primarily on this being a family friendly 'ohana' parade.

I have read and understand the rules and guidelines.

Name (Print)

Signature

Date