

100TH ANNUAL

ROTARY COMMUNITY DAY PARADE

PRESENTED BY

Evolugen
by Brookfield Renewable

**SATURDAY
JULY 15TH**

**SOOPER
HERO**



USE THIS PARADE PACKAGE AS A GUIDE TO PREPARE FOR THIS YEAR'S PARADE!

It's a bird! It's a plane! It's the Rotary Community Day Parade! The 100th annual Rotary Community Day Parade presented by Evolugen is soaring to new heights this summer on Saturday, July 15th. Fly down Queen Street and show off your team's superpower! Are you the best float builder? Have the loudest chant? Maybe you've curated the perfect hero themed playlist? Unleash your inner SOOperhero and make your organization stand out! Join us in celebrating the centennial Rotary Community Day Parade. Let's make it a SOOper one!

MAKING A GREAT ENTRY

Inspiration: There is an overall theme to the parade, but you must also decide on a cohesive theme for your entry. Whether you focus on a traditional Superhero, a real-life professional or historical "hero," or making up your own hero based on your values; we want it to be funky, fun, and representative of who YOU are! (Please be as specific as possible, as we want parade-goers to experience a multitude of SOOper unique floats.)

Design: Make sure your entry conveys your theme in an obvious way for the enjoyment of the parade-goers. Think of superhero themes, tropes, and icons that align with your organization's principals. Eg. Super strength, speed, telekenesis, invisibility, healing, teleportation, etc. What heroes, traditional or historical, professional (or local) have these traits?

Execution: Much like theatrical makeup, in order to have impact on the crowds and on TV, everything on your float should be exaggerated. Think tall, think bright, think big! This might take the form of a main centerpiece on your entry, or wow the crowd with themed costumes and props.

Interaction: Plan to engage with people along the street and make them feel part of the story that your entry is telling. This could include having some costumed people walking beside your entry, or consider building your entire entry closer to the audience by building around a special mode of transportation such as bikes, trikes, golf carts, ATVs, grocery carts, a utility trailer, or whatever else your team can come up with!

Commitment: All good entries require a combination of time, investment, and creativity. You can decide how to balance these three "ingredients," but a float that doesn't include one, two, or all three of these elements will likely not meet the standard of fully decorated.

QUESTIONS TO ASK YOUR GROUP

- What "Superpower" or "Hero" represents the principals of your organization?
- What recognizable "Superhero" icons can you recreate with the resources you have?
- How do you want your entry to make the crowd feel?
- Do any of your organization's members vaguely resemble a popular hero?
- What allusions to superheros/power are not likely to be featured elsewhere in the parade?

Let's Brainstorm!

Think Distinct!

Spiderman, Batman, The Incredibles: all these movies have distinctive theme music, costumes, and iconography that everyone can recognize! If you play Spiderman's theme, you know Spiderman is coming

Marvel has great soundtracks!

Movie soundtracks that are cohesive with your hero or theme are a great place to start! EG. If your float was "the guardians of [your business]," and played the guardians of the galaxy soundtrack, that would definitely be cohesive, understandable, and appropriate.

Villains are the anti-hero of this parade!

(don't) BE AFRAID to use some darker themes and go Villainous! Whether you include your traditional hero's canonical villain or make your float the Joker's domain, make some conflictual drama! What's your story? Show us!

Remember:

The most important thing is that your idea be visually cohesive. Parade-goers will only see your float for about a minute, and your float needs to represent your theme and organization simultaneously. For example, if you wanted to draw inspiration from Disney's "the Incredibles," use graphics and costumes that look like the Incredibles insignia, or colourways. Have members of your team dress up as the family, with their corresponding superpowers, and use the Incredibles theme music and soundtrack.

If your organizations logo, brand colours, or mission/vision match the themes or colours of a particular traditional or licenced hero, be them! For example, if an environmental organization's logo is Green, they could draw inspiration from Marvel's Green Lantern to match the logo colours and be distinctive that way. A water focused company could be Aquaman themed. Is your company women led? Wonder Woman and the Amazonians! Don't be afraid to make up your own heroes and be original, just make sure to plan for the time and resources that go into making a fun, visually appealing, cohesive, entry that is understandable to children and adults alike. Let's think inside, outside, and all around this hero themed box. To infinity, and beyond!

Musical Inspiration:

| | | |
|-------------------------|--------------------------------------|-----------------------------|
| Heroes- David Bowie | Holding out for a Hero- Bonnie Tyler | Villain themed: |
| Levitating- Dua Lipa | or FrouFrou (the Shrek verison) | Aint No Rest for the Wicked |
| Centuries- Fall Out Boy | Believe it or Not- Joey Scarbury | -Cage the Elephant |
| Titanium- Sia | Don't Stop Me Now- Queen | Black Smoke Rising |
| Unstoppable- Sia | Barracuda- Heart | - Greta Van Fleet |
| Superman- Taylor Swift | Another One Bites the Dust- Queen | Bad Reputation- Joan Jett |
| Super Trouper- ABBA | I Will Survive- Gloria Gaynor | Anti-hero- Taylor Swift |
| All Star- Smash Mouth | Get On Your Feet- Parks & Rec | Bad Girls- MIA |

Saturday, July 15, 2023
Start Time: 11:00 AM

Commercial Entry Fee: \$30
Non-Profit Entry Fee: \$20

Registration Deadline:
Wednesday, July 5, 2023

CHECKLIST

- o Recruit the support of other members of your group who are interested and willing to assist with creating a great entry, and start planning.
- o Secure a "Certificate of General Liability Insurance" compliant with the requirements stated in this package.
- o Complete all sections of the "Parade Registration Form," including the "Broadcast Script." Remember that the broadcast hosts will use this for their comments on your entry. Choose your three lines carefully!
- o CAREFULLY read all "Parade Rules."
- o Return your application, fee, and insurance certificate to the Rotary Club of Sault Ste. Marie, and keep a copy for your records. Submit by email to rotaryfest@rotarysault.com, fax 705-945-5228, or to our office at 364 Queen St. E. by July 5.

PRIZING

Entries will be judged by members of the Downtown Kiwanis Club of Sault Ste. Marie based on presentation, quality, animation, use of theme, and effort put into making the entry. Prizes will be awarded in the fall.

Grand Prize Entry

The Winston Piper Memorial Trophy
\$1000
Plaque and photo

Best Community Entry Sponsored by



\$500
plaque and photo

Best Corporate Entry Sponsored by



\$500
Plaque and photo

Best Entry Depicting Theme sponsored by



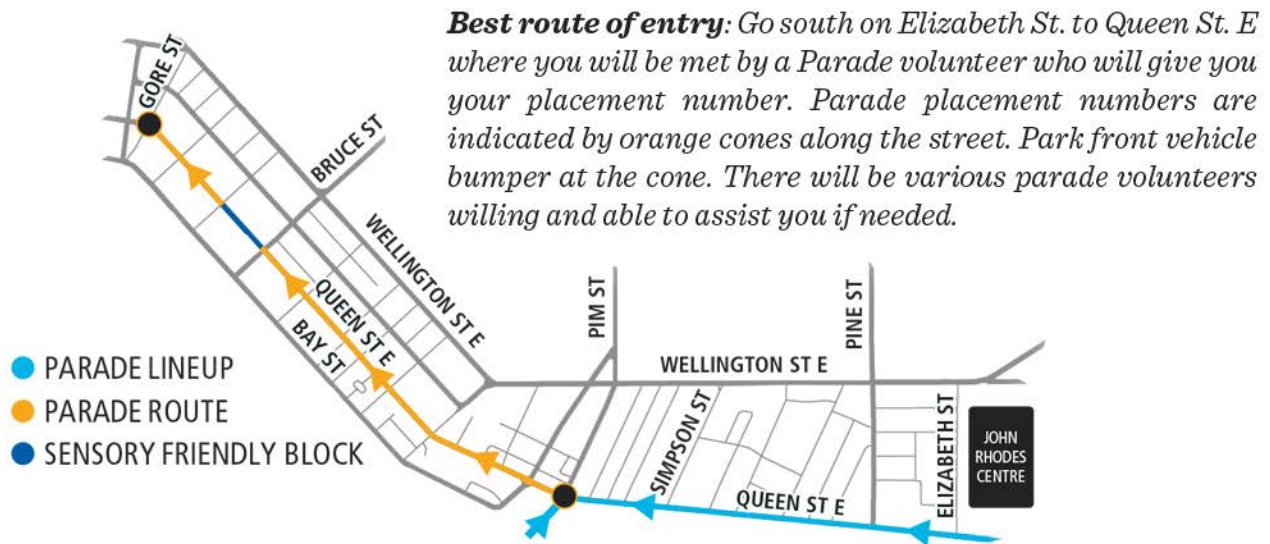
\$500
Plaque and photo

INSURANCE

Entrants must provide a certificate of commercial general liability of not less than one million aggregate limit covering bodily injury, death and property damage to any number of persons or property in any one occurrence. The certificate must name the Rotary Club of Sault Ste. Marie as additional insured and include our address – 364 Queen St E, Sault Ste Mare, ON, P6A 1Z1. The certificate MUST be submitted with this application. If your group does not have commercial general liability insurance, you will have to find a "sponsor" to request the certificate from their insurance provider.

PARADE LINEUP

9:30 AM: Staging area roads close (Queen St. from Church St. to Elizabeth St., and Simpson St. from Queen St. to Wellington St.) **ONLY VEHICLES BEING USED IN THE PARADE WILL BE ALLOWED INTO STAGING AREA.** Float participants may arrange to meet in the John Rhodes Community Centre parking lot, and then proceed down Queen to staging area. Bands will line up on Simpson St.



10:00 AM: All entries must be staged as they will appear in the parade. The Downtown Kiwanis Club of Sault Ste. Marie will begin judging the entries in each category.

11:00 AM: The parade will begin to proceed West down Queen St at 11:00 AM SHARP.

The parade will start at Church St., and continue along Queen Street westward to Gore Street. The parade ends at the intersection of Queen St. and Gore St. Entries can turn left on Andrew St. and disperse along Bay Street or continue and disperse in Esposito Park. We urge you to move along swiftly to help keep the parade moving. It is important to keep moving from the termination point to eliminate congestion and frustrating stoppages.

SENSORY FRIENDLY BLOCK

The block between Bruce Street and Dennis Street has been designated a "Sensory Friendly Block." Please do not honk or use sirens or air horns along this block. If you have bright flashing lights (e.g. emergency vehicle), please consider turning them to "steady on" or "off." You do not have to turn off your music or any other lights.

PARADE RULES

Please read the next page of rules carefully. These rules are in place to create an enjoyable parade for our community and to ensure the safety of all involved. Any entry that fails to abide by the parade rules will not be permitted to enter the parade next year. If you have questions or concerns, please call the Rotary office at 705-945-1279.

1. ALL ENTRIES must be fully decorated as described in their approved "Entry Description". If not, they may not be allowed to participate.
 2. Entries that are not decorated will be refused entry to the parade unless they are vehicles towing floats, municipal vehicles, or novelty entries that have been approved in advance.
 3. Undecorated automobiles are not acceptable as a float entry unless approved in advance.
 4. There is a limit of 3 vehicles/units per entry.
 5. A float can be self-propelled, a towed trailer or flatbed truck.
 6. Float operators/drivers must have a valid driver's license, have up-to-date vehicle insurance, and be a competent operator/driver.
 7. We insist that all motorized vehicles are in good repair with good brakes.
 8. An entry may be refused if it does not meet parade guidelines or differs from its approved entry form.
 9. No honking, air horns, or sirens may be used between Bruce Street and Dennis Street (Sensory-Friendly Block).
 10. Your entry may not be used primarily as advertising. Although we allow reasonable advertisement of your company or group, this is a parade for our community, especially children. Please keep any promotion to a tasteful amount. (Simply decorating a vehicle with streamers DOES NOT constitute being decorated in accordance with the parade theme.)
 11. Each entry may have up to four signs with their company/organization name.
 12. Entries are required to help the parade run smoothly, which means actively avoiding the creation of gaps and closing gaps when they appear. This can be done by having young children ride on a float instead of walk. If a gap begins to form in front of your entry during the parade, we ask that you do your best to safely catch up to the float in front of you before the gap widens. Official parade spacing is 60 feet between each entry.
 13. No one may get on or off of a float/entry once the float/entry has started in the parade.
 14. Absolutely nothing is to be thrown to the spectators (e.g. candy). It must be distributed by walkers handing the gift directly to the recipient. All handouts must be approved by Rotary and should be listed in your "Entry Description".
 15. All persons in the parade must be in costume or uniform. (e.g. colour coordination)
 16. Use of any political sign, social or political material or improper use of the Canadian flag is not permitted.
 17. All participants must follow the directions of parade officials, city staff, and police officers.
 18. Alcohol and other controlled substances are forbidden on any float, in any vehicle, or on the person of any participant. Participants who consume alcohol prior to parade start are not permitted to enter the parade, and people who use alcohol or other controlled substances during the parade will be removed.
 19. Smoking is not permitted.
 20. You may not deviate from the parade route unless directed to do so by the Police or the Parade Marshal's designates.
 21. The parade ends at Queen and Gore St. Large entries can turn left on Andrew St and disperse along Bay Street or continues and disperse in Esposito Park. We urge you to move along swiftly to keep the parade moving, to prevent congestion and frustrating stoppages.
- NO FLOATS WILL BE ALLOWED TO STOP AT THE INTERSECTION OF GORE AND QUEEN FOR DISPERSAL PURPOSES.
22. No vehicles whatsoever will be allowed on Queen St between Church St and Elizabeth St after 9:30 AM except those that are decorated and participating in the parade. Participants may be dropped off on the streets intersecting with Queen St. (e.g. Woodward, Pine, etc.) and proceed to the route on foot or entries may meet at the John Rhodes Community Centre parking lot and safely proceed to the staging area. Please make sure all participants/guardians are aware of and understand this rule. This is for the safety of all parade participants and volunteers, and it is THE LAW.

BROADCAST SCRIPT

This will be provided to media covering the parade. This is your chance to tell the community about yourself, the work you put into your entry, how you chose your entry's theme, who is participating in your entry, if you have been in the parade before or if this is your first time, and any other interesting details. Keep in mind how this information will appear to a media announcer as well as someone watching the broadcast. Please limit your script to three lines.

Group Name: _____

Entry Name: _____

Who is in your entry: _____

Message: _____

PARADE REGISTRATION FORM

Name of entry: _____
"[your group's name] presents [your entry's name/theme]"

Contact Name: _____

Contact Email: _____ Phone Number (day): _____

Mailing Address: _____

Entry Category (circle one): *Float* *Marching Band* *Specialty Unit* *Kinetic Sculpture*

Music (circle one): *Live* *Recorded* *None* Entry Length: _____ Height: _____

Signage (approx size and text): _____

Describe your entry in detail: decorations, props, costumes, year chosen, song choice, etc.

WAIVER FORM

We hereby release the Rotary Club of Sault Ste. Marie from any and all liability or any injuries or damage whatsoever arising from our participation in the aforementioned parade.

Signature: _____ Date: _____