

Flowing down Bay Street on July 19th, 2025

The 102nd Rotary
Community Day Parade

Making WAVES

presented by
Brookfield

Renewable



Get your feet wet!

Sault Ste. Marie? More like SEA Ste. Marie! The ocean is calling, and it's making waves down Bay Street for the 102nd annual Rotary Community Day Parade presented by Brookfield Renewable on Saturday, July 19th and you're invited!

INSPIRATION

Where do you see water in nature, in the media, and in your daily life?

DESIGN

What materials can you use to represent the movement of water?

EXECUTION

Think bright and think big!
How can you be instantly recognizable?

INTERACTION

How can you engage with the parade watchers along the sidewalks?

MOVEMENT

Could you use ATVs, golf carts, bikes, trikes, or other modes of transport?



Let's Brainstorm!



Think distinct! What will make your float stand out from others and be clear to observers? Do you have a location, history, story, or mission to work from? Take a look at this brainstorm to help you get started.

PLENTY OF FISH IN THE SEA

What ocean creatures, legends and habitats inspire you?

Legendary Sea Creatures – Mermaids, Sirens, Kraken, Leviathan
Ocean Life – Whales, Sharks, Octopi, Jellyfish, Dolphins, Clownfish
Epic Adventures – Pirates, Treasure, Ghost Ships, Expeditions
Tide Pools – Crabs, Sea Urchins, Barnacles, Anemones, Mussels

I CAN HEAR THE OCEAN

Whether you've been mesmerized by the ocean's roar or visited an aquarium exhibit, think of sounds (whale songs, dolphin clicks, splashing, seagull cries, etc.) that will fit with your water theme. You may consider layering recognizable ocean and marine sounds with music to take your float to the next level!

BABY SHARK DOO DOO

Splish splash along to tunes like:

"Under the Sea"
"How Far I'll Go"
"Beyond the Sea"
"Riptide"
"Have You Ever Seen The Rain"



Your Checklist

Saturday, July 19, 2025
Start Time: 11:00 AM

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

REGISTRATION DEADLINE:
Wednesday, July 9, 2025

CHECKLIST

- Recruit the support of other members of your group who are interested and willing to assist with creating a great entry, and start planning.
- Secure a **“Certificate of General Liability Insurance”** compliant with the listed requirements stated in this package.
- Complete all sections of the “Parade Registration Form,” including the “Broadcast Script.” The broadcast script is read live by the broadcast hosts during the parade for the following Rogers broadcast!
- CAREFULLY read all “Parade Rules” as listed in this parade package.
- 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 allison@rotarysault.com or in person to our office at 364 Queen St. E. by July 10th.

PRIZING

Entries will be judged by the 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

\$1,000

Plaque and photo

Best Community Entry

\$500

Plaque and photo

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Best Entry Depicting Theme

\$500

Plaque and photo

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Best Corporate Entry

\$500

Plaque and photo

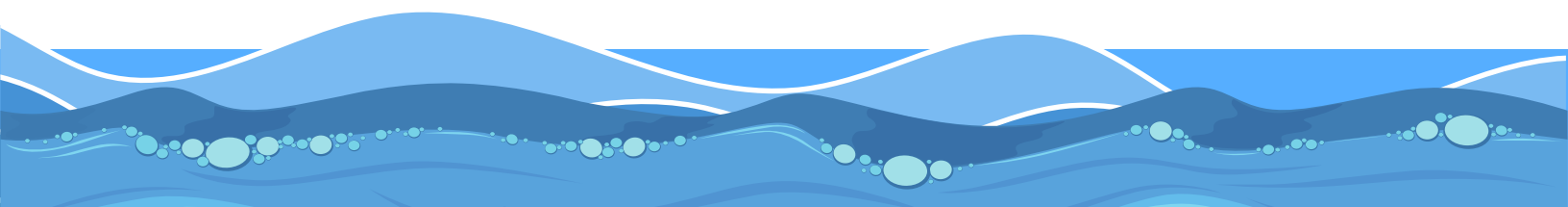
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INSURANCE

Entrants must submit a certificate of commercial general liability insurance with a minimum one million aggregate limit covering bodily injury, death, and property damage. The certificate must name the Rotary Club of Sault Ste. Marie as an additional insured and include our address: 364 Queen St. E, Sault Ste. Marie, ON, P6A 1Z1. If your group does not have this insurance, you must find a sponsor to request the certificate from their provider.

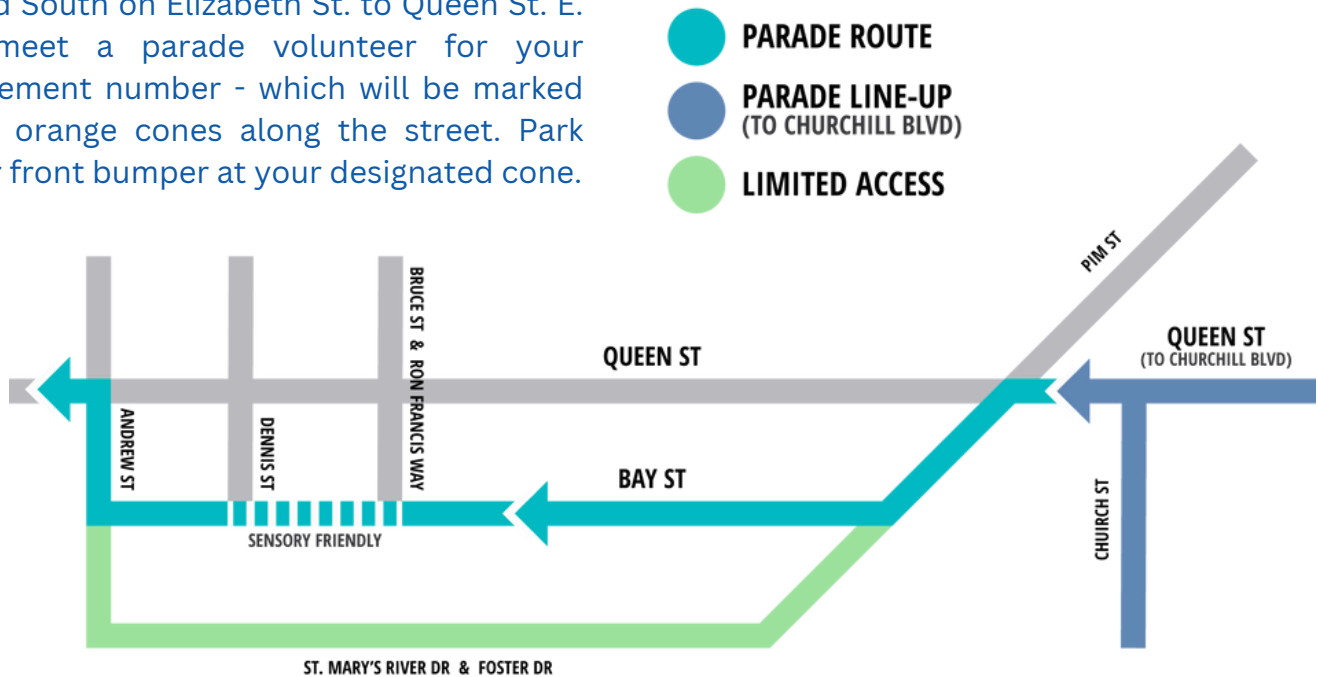


Parade Lineup

9:30 AM: Roads close from Church St. to Elizabeth St. on Queen St., including lower Church St. South of Queen St. **Only vehicles being used in the parade will be allowed in staging area.** Float participants may meet at the John Rhodes Community Centre parking lot. Bands line up on Lower Church St.

Best Route of Entry:

Head South on Elizabeth St. to Queen St. E. to meet a parade volunteer for your placement number - which will be marked with orange cones along the street. Park your front bumper at your designated cone.



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

11:00 AM: The Parade will proceed West on Queen St., then South on Pim St. at Bay St. and **West** on Bay St. at **11:00 AM SHARP.**

The Parade will continue West along Bay St until Gore St. All entries can travel **North on Andrew St.** and disperse along Esposito Park on Queen St. W. and Central Park Ave. Entries must keep moving at the point of termination (Bay St. at Gore St.) to avoid congestion and frustrating stoppages.

SENSORY FRIENDLY BLOCK

The Block Between Ron Francis Way and Dennis St. has been designated a "Sensory Friendly Block." Please do not honk or use sirens/air horns along this block. If you have bright flashing lights, please turn them to "steady on" or "off." You do not have to turn off your music or any other lights.

Rules

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 accepted as floats without prior approval.
4. Limit of 3 vehicles/units per entry.
5. Floats can be self-propelled, towed, or on a 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. Motorized vehicles must be in good repair with functional brakes.
8. Entries may be refused if not compliant with guidelines or approved forms.
9. No honking, air horns, or sirens are permitted between Ron Francis Way and Dennis Street (Sensory Friendly Block).
10. Entries shouldn't primarily serve as advertising, with limited promotion allowed. While we allow reasonable advertisement of your company or group, this is a parade for our community, especially children. Please keep any advertising to a tasteful amount.
11. Each entry may display up to four company/organization signs.
12. Entries must maintain smooth parade flow, close gaps, and follow spacing guidelines.
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 handed directly to the recipient. All handouts must be approved and listed in your "Entry Description."
15. All participants must be in costume or uniform (e.g. colour coordinated)
16. Use of political, social, or improper Canadian flag displays is prohibited.
17. Participants must obey parade officials, city staff, and police.
18. Consumption of alcohol and controlled substances are not permitted.
19. Smoking is not permitted.
20. Deviating from the parade route is only permitted if directed by police or designated Parade Marshal.
21. The parade ends at Bay and Gore St. Large entries can disperse along Esposito Park (Queen St. W., Central Park Ave). Keep moving to prevent congestion; **floats must not stop at Gore and Bay.**
22. No vehicles are allowed on Queen St. between Church St and Elizabeth St after 9:30 AM, except for parade participants. Drop-offs can be made on nearby streets or at the John Rhodes Community Centre parking lot. This rule ensures participant and volunteer safety, and **it is the law.**

These rules are necessary for all parade participants and observers to enjoy a fun and safe time!



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 sentences within the lines provided and write in neutral, present tense.

Group Name: _____

Entry Name: _____

Who is in your entry: _____

Message: _____

PARADE REGISTRATION FORM

Name of Entry: _____

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, 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: _____