



FLAG DAY PARADE COMMITTEE  
c/o Appleton Downtown, Inc.  
P.O. Box 2272  
Appleton, WI 54912-2272  
920-954-9112

February 1, 2018

Dear Parade Applicant:

The City of Appleton Parade Committee is proud to announce that the 68th Annual Appleton Flag Day Parade will be held on Saturday, June 9, 2018, beginning at 2:00 p.m. This year's parade will honor the **United States Army** and feature the theme **Stars and Stripes Forever**.

Citizens from throughout the Fox Cities have honored "Old Glory" with the nation's oldest Flag Day Parade since 1950. This celebration draws over 50,000 spectators and hundreds of participants to Appleton.

**Reminder: All entries must be of a patriotic theme, be decorated accordingly and PROPERLY display the flag.**

Your participation in this Parade will help us present the finest parade in our long history. Due to the popularity of the Parade, the Committee may not be able to accommodate everyone who wishes to enter. The following guidelines are used to help determine final entries:

1. Applicants will be accepted in the following commercial and non-commercial categories.
  - a. Floats
  - b. Bands
  - c. Animals - including carriages, horse drawn vehicles and walking units.
  - d. Vehicles - single units including cars (**LIMIT OF 7 VEHICLES PER CLUB**), pickup trucks and buses.
  - e. Walking units.
2. All entries must be of a patriotic theme and be decorated accordingly and have proper display of the flag. This parade is designed to entertain; it is not a commercial or political endeavor. The Parade Committee will eliminate any entry not in compliance.
3. Float entries are encouraged to display their name or sponsor on the float in a non-commercial manner.
4. The Parade Committee must receive applications no later than **April 16, 2018**.
5. A **detailed description** of your entry must accompany the enclosed application. **Acceptance will depend on this detailed description.** It will also enable the Parade Committee to line up the best possible parade.
6. Your acceptance in the Parade will be confirmed via mail or email by approximately May 2, 2018.
7. **There are no handouts allowed. This includes literature, candy or any other item handed or thrown to the crowd.**
8. No political candidate or political organization shall solicit or advertise candidacy in the Parade.
9. Due to overhead wires and crosswalks, the height of your entry must not exceed 13' 5".
10. If you need assistance with parade building materials:  
<https://www.stumpsparty.com/parade-float-decorations/c/487>  
<https://www.shindigz.com/float-decorating-kits/c/707>

GREGORY W. OTIS, Parade Chairman  
Enclosures



68<sup>th</sup> Annual Flag Day Parade  
Theme: Stars and Stripes Forever  
Saturday, June 9, 2018

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail address: \_\_\_\_\_ Cell Phone \_\_\_\_\_

1. Do you want to be considered for this year's parade?  
Yes, we want to be considered \_\_\_\_\_  
No, but keep us on the mailing list \_\_\_\_\_  
No, please remove us from your list \_\_\_\_\_

2. Please check the category that applies to your entry.  
Commercial \_\_\_\_\_ Non-Commercial \_\_\_\_\_

3. Our entry will consist of:  
Float \_\_\_\_\_ Walking Unit \_\_\_\_\_ Single Vehicle \_\_\_\_\_ Animals \_\_\_\_\_  
(insurance required)

4. Will music be used with your entry? Yes \_\_\_\_\_ No \_\_\_\_\_

5. Overall length of unit (include tow vehicle and float) \_\_\_\_\_  
(Reminder, height restriction of 13'5", due to overhead wires and crosswalk)

6. Please include a **COMPLETE** description and/or picture of your entry.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. **Include a TYPED two-paragraph description of your float/band/unit.** Your description will assist in providing information about your unit for the TV broadcast.

If you have any questions or would like additional information, please contact Djuanna or Greg at (920) 954-9112. Please return this application by **April 16, 2018**, to:

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P.O. Box 2272  
Appleton, WI 54912-2272  
Fax: (920) 954-0219