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Peoria Area Community Events (PACE)

P.O. Box 10228 - Peoria, IL 61612-0228

www.peoriaevents.com

Dear Santa Parade Participant,

That magical time of year when spirits are renewed and families come together to celebrate the holiday season. It's a time for giving, sharing and creating. **Yes creating!** It's that time again to start planning your entry for the **longest running Santa Claus Parade** in the country. The **138th Annual Santa Claus Parade** will step off on Friday, **November 28th, 2025** (the day after Thanksgiving) at **9:15 A.M** on Monroe Street in front of Peoria Central Firehouse.

The **theme of the parade** is "**Decades of Holiday Celebrations**" Let your visions become reality when you design your float or prepare your walking unit for the parade. If you need help with a float design, give us a call and maybe we can help!

Entries will be judged in the following categories:

- Best Novelty (Walking) Unit..... (*Elf Award*)
- Best Overall Unit..... (*Santa Award*)
- Best New Entry..... (Entry new to parade this year)
- Best Commercial Float Entry.....1st & 2nd place
- Best Non-Profit Float Entry.....1st & 2nd place

All floats and entries must adhere to the theme. **No Santa's on floats or walking** (There is only one Santa and he rides in the last float). **ALL PARTICIPANTS**, whether walking or riding on floats, **Must Be Costumed**. Coats must be worn **under** costumes. Please refer to the attached regulations which must be met prior to the start of the parade or your unit will not be allowed to participate. The parade is to entertain the children and adults along the route and at home.

Insurance: A Certificate of Insurance per liabilities must be provided by **November 4th**. If you or your insurance agents have any questions, please contact

Todd Davis at 637-8735. Please mail the certificate of insurance to PACE at the address above or e-mail the certificate to Todd Davis- Davis Agency at tdavis@davisagency.com

The parade will be telecast **LIVE** on **WMBD-TV** and has been sponsored by **Busey Bank** for the past **64 Years**.

Enclosed is a detailed list of **parade rules**, **Insurance requirements** and an **application form**. Please review the rules carefully. **Deadline for entry is Friday, October 24th, 2025.** **No application will be accepted without the fee.**

We hope you can join us for a **fun-filled parade!!**

If you should have any questions, please call Susie Stockman

(h) 691-3553 (c) 696-6777 - e-mail susie1026@comcast.net

Shirlee Zook - Susie Stockman – Robin Barnes - Co-Chairs



To: Santa Parade Participants

From: Susie Stockman, Robin Barnes, Shirley Zook, -Santa Parade Co-Chairs

Re: Insurance Requirements

Insurance requirements for the Santa Claus Parade are as follows:

Each participant shall provide a Certificate of Insurance showing the following coverage limits:

Comprehensive General Liability (Including Products/Completed Operations Liability),

Limits of no less than **\$1,000,000** per occurrence and **\$2,000,000** General Aggregate for Bodily Injury and Property Damage Liability.

Automobile Liability

Limits of Liability: Limits of no less than **\$1,000,000 Combined Single Limit** (CSL) for Bodily Injury/Property Damage Liability including Uninsured/Underinsured Motorists coverage.

(Alternative acceptable limits: Primary Automobile Liability limits of **\$250,000** per Person/**\$500,000** per occurrence for Bodily Injury, **\$100,000** for Property Damage, **\$250,000** Per Person/**\$500,000** per occurrence for Uninsured/Underinsured Motorists Bodily Injury combined with an

Umbrella policy providing \$1,000,000 of Excess coverage above Primary Auto Liability).

Auto Insurance must include "Hired and Non-Owned Auto Coverage"

Worker's Compensation Coverage

Limits of no less than the Illinois Statutory Limits for Worker's Compensation and Employer's - Liability (Part II) Limits of no less than **\$100,000** for Bodily Injury by Accident for each Accident, **\$500,000** for Bodily Injury by Disease police limit, and **\$100,000** Bodily Injury Disease Each employee.

Certificate of insurance must list the date of the event and must list Peoria Area Community Events as Certificate Holder and "Additional Insured"



PEORIA AREA COMMUNITY EVENTS

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Certificates must be received no later than **November 4th, 2025.**

If you or your insurance agent have any questions, please contact Todd Davis at 637-8735.

Please mail the certificate of insurance to PACE at the above address or

E-Mail: Todd Davis- Davis Agency tdavis@davisagency.com



2025 SANTA CLAUS PARADE -- RULES AND REGULATIONS

2025 theme: ***"Decades of Holiday Celebrations"***

1. Entrants must submit with the application a sketch and/or narrative description of the float/entry.
2. The parade line-up will be limited to 80 units. The units will be chosen based on the following criteria:
 - a. **Compliance with theme**
 - b. **Intricacies of entry: i.e. animation, music, etc.**
 - c. **Costuming of individuals involved**

PLEASE REMEMBER: This is a **CHILDREN'S PARADE**. Our intent is to entertain the children and adults along the parade route and at home. **This is not a place to make a POLITICAL STATEMENT or TO ADVERTISE.** Advertising can be tastefully done by displaying your company name or logo on the side or rear of the float as well as on the banner preceding your unit and it will also be mentioned in the WMBD commentary. **THESE REGULATIONS WILL BE STRICTLY ADHERED TO PRIOR TO THE START OF THE PARADE.** **PACE reserves the right in its sole discretion to remove your entry from the parade if the applicants fail to meet these standards.**

3. A float should be a type of trailer or flatbed that can be pulled behind a moving vehicle.
A DECORATED CAR/TRUCK IS NOT A FLOAT.
4. **HORSE and DOG units.** **Each owner is responsible for clean-up of their horse's / dog's area at the staging area and following your unit along the streets.**
5. **NO SANTAS ON FLOATS OR WITH MARCHING UNITS.** ***There is only one Santa, and he is the last float in the parade.*** We don't want to confuse the children.
6. **ALL ENTRIES MUST INCLUDE A BANNER** with clearly visible letters that precedes the unit (TV cameras will spot this first for viewers). A distance of 15' - 20' should be spaced between units for TV cameras to pick up the units as they pass.
7. **MOBILE UNITS (CARS/VANS) MUST HAVE VEHICLES DECORATED** or presented in a manner to portray the theme of the parade. ***(Consider more than a wreath or ribbon to decorate your vehicle).***
8. **"PERSONALITIES"** must be on **decorated** floats/cars or in units representing the parade theme.
9. **WALKING UNITS** must be **costumed** according to the **theme of the parade**. A banner must precede the walking unit. Wear the proper undergarments so that costumes are not covered by coats which distract from the costume.

2025 SANTA CLAUS PARADE -- RULES AND REGULATIONS

10. PLEASE **HAND CANDY** TO THE CHILDREN ALONG THE ROUTE. **DO NOT THROW THE CANDY.** Police are giving citations to those who are throwing candy. When candy is thrown, children run into the street and may not be seen by the drivers of the floats or may get hit in the eye, etc. **Block Captains** (in Santa Hats) will be stationed in your block and will restrict you from throwing candy. Please cooperate for the **safety of the children** along the route.
11. PLEASE **DO NOT PASS OUT FLIERS** THROUGH OUT THE PARADE ROUTE. People throw them to the ground and therefore they become litter that we would have to pick up after the parade.
12. Entries will be judged according to the following criteria and scoring system:

	<u>POINTS</u>
<u>Use of Parade Theme</u>	<u>15</u>
<u>Uniformity of Design and</u> <u>Participants' Dress</u>	<u>10</u>
<u>Overall Quality of Construction</u>	<u>10</u>
<u>Creativity/Originality</u>	<u>10</u>
<u>Bonus Points for Outstanding Features</u>	<u>5</u>
 MAXIMUM TOTAL POINTS	 50

Any entrant showing up on Parade Day with an **UNDECORATED ENTRY** will be refused entry into the parade. NO REFUNDS will be given.

PACE reserves the right to remove your entry from the parade if we do not have your insurance certificate or the above rules are not followed.

Applications must be submitted by Friday, October 24th, 2025

.....HAVE A GREAT TIME.....



P.O. Box 10228, Peoria, IL 61612-0228 / 309- 691-3553 / susie1026@comcast.net

2025 SANTA CLAUS PARADE ENTRY FORM

Decades of Holiday Celebrations

DEADLINE FOR ENTRY: Friday, October 24th, 2025

Company/Entry Name _____

Entry's Contact Person _____

Mailing Address _____ Work Phone _____

City/Zip _____ Home Phone _____

e-mail address _____ Cell Phone _____

Entry Fee Enclosed: _____ \$100 Commercial _____ \$50 Non-Profit

TYPE OF ENTRY: Is this your first time in the parade? ____YES ____NO

FLOAT -

Float Name _____

Description of Float _____

Float Length: _____ Ft. *Use reverse side if needed* What is pulling float? _____

Will entry have music? ____Yes ____No - Will float have a religious theme? ____Yes ____No

NOVELTY UNIT (Group Walking Unit)

Unit Name _____

Description _____

Use reverse side if needed
Number of people in group _____ Will entry have music? ____Yes ____No

WALKING CHARACTER (No entry fee - costume subject to approval)

Description _____

HORSE UNIT (No entry fee) *Entries will be placed at the back of the parade unless someone follows to scoop up.*

Description _____

Scoop Up? ____ Yes ____ No Music? ____Yes ____No Diapered? ____Yes ____No

Please return completed form with entry fee to:

Santa Parade, Peoria Area Community Events
P.O. Box 10228 -Peoria, IL 61612-0228

Susie Stockman
Phone: 691-3553/// Cell 696-6777
email susie1026@comcast.net