

PEORIA

 **Santa Claus Parade**

PARADE FLOAT SPONSORSHIP



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- **SPONSORSHIP BENEFITS**

- **LOGO ON LEADING FLOAT BANNER**
- **ON FLOAT SIGNAGE**
- **ON AIR FLOAT SPONSOR RECOGNITION DURING LIVE BROADCAST ON WMBD**
- **OPPORTUNITY TO PULL THE FLOAT WITH YOUR COMPANY VEHICLE**
- **OPPORTUNITY TO RIDE ON (FLOAT DEPENDENT) AND / OR WALK NEXT TO FLOAT DURING PARADE.**
- **OPPORTUNITY TO CARRY LEADING FLOAT BANNER**



PAGE CHILDRENS TRAIN has been around since 1976. The float was repainted the in 2005 and added Snoopy, Winnie the Pooh Bear and all their friends. The train-cars are made of plywood, with peppermint looking wheels that ride on a bed of petal paper snow. In 2015 it was given a facelift with new skirts installed and bedazzled with snowflakes. The Children's Train is always a favorite in the Santa Parade.

Float characters: Up to 10 children

Year constructed: 1976

Sponsorship: Sponsored by OSF Healthcare





SANTA AND SLEIGH Santa in his 1995 model sleigh. Santa has come to town in various ways. In 1887 he came down the river in a boat. In 1888 the parade was made up of decorated business wagons. In the late 1880's Santa traveled the parade route in a coach drawn by 6 horses. In the early 1900's Santa's Toy Town Express brought Santa to Union Station (Rock Island Depot) where he was greeted by the Peoria Band and the parade escorted Santa to his Block and where he would climb up the fire escape to the 4th floor apartment "Magical North Pole Workshop" for the beginning of the holiday season. Fireworks were set off from the roof of the Block and the Peoria Fire Department Store!

Float characters: Santa and Mrs. Claus
Year constructed: 1995
Sponsorship: Sponsored by Caterpillar





GINGERBREAD HOUSE This float was “baked” by the PACE Elf Chefs in 2014. A 14’x 8’ Gingerbread House created and built with sheets of gingerbread made of plywood and insulation, painted with customized Gingerbread paint. The roof is covered with 120 hand painted peppermints and gum drops. This is the third gingerbread house in the history of the parade.

Float characters: None
Year constructed: 2014
Sponsorship: \$1,000





CIRCUS WAGON Peoria Parade tradition— This unit represents the circus wagon once used in this parade back when Block & Kuhl sponsored the parade. Block & Kuhl donated the Circus Wagons to the Circus World Museum located in Baraboo, Wisconsin in 1961. This float was built in 1993 starting with a farm wagon with steel wheels, and is one of the original hayracks.

Float characters: Gorilla
Year constructed: 1889
Sponsorship: \$1,000





HOME FOR THE HOLIDAYS Over the river and through the woods to Grandmother's House we go in this vintage sleigh. This handsome sleigh has been in the Davis Family over 150 years. Many a wintry ride has been enjoyed with this horse pulled sleigh and now is part of this traditional Santa Claus Parade part of this holiday scene. This float joined the parade for the first time. In 2008 it was remodeled. The float was painted and the float was foamed and paired with float characters: NA
Year Constructed: 2002
Sponsorship: Sponsored by Davis Agency





SANTA EXPRESS TRAIN The train engine and coal car was created in 2000 for the Lakeview Museum's fund raising gala and after the gala donated it to the parade . This was the third unit from Lakeview Museum that was donated. The Santa Express was remodeled in 2020. It was put on a new snowy base and repainted. Lights and fog were added to enhance the train cars.

Float characters: 1 adult and 2 children
Year constructed: 2000
Sponsorship: \$1,000





A CHRISTMAS STORY A Christmas season doesn't go by without watching the traditional 1940's movie "The Christmas Story. This beautiful whimsical new float was built new in 2012. The focus is on the little boy in the playground with his tongue stuck /frozen to the flag pole, the famous Leg Lamp that dad was so proud of, the Red Ryder BB Gun that Ralphie tried to convince everyone that it was the best Christmas present and the eye glasses that got busted when he fired the BB gun! The 7 foot poly leg was made in Gibbon, Nebraska.

Float characters: Mom, Dad, Pink Rabbit, Ralphie
Year constructed: 2012
Sponsorship: \$1,000





CHRISTMAS UNDER THE SEA The mermaid sits in a 7 foot shell created in 1993. In 2005 the new base was redesigned to make this float a little more interesting and bring it down to street level. The shell and ship are constructed out of a wood frame with wire and plaster mesh Ariel is seen on the float each year with her sea creatures. Even the creatures under the sea celebrate the holiday season.

Float characters: Mermaid and 4 fish
Year constructed: 1993
Sponsorship: \$1,000





One of the original floats still used in the parade , 3 Men in a Tub has participated in 134 Peoria Santa Claus Parades! This 134 year old float was restored in 1976 with help from the Peoria Jaycees.

**Float characters: 3 men
Year constructed: 1889
Sponsorship: \$500**





STAGECOACH – COWGIRL & COWBOY CHRISTMAS These Cow-folk are headed to a great holiday season. This PACE unit was made in 1993 and was upgraded with new cactus, more authentic wagon wheels and the decorative western medallions. Cowboy/Cowgirl Christmas was once the gold Cinderella carriage that had been in the parade for twenty years. When the current Cinderella was donated to the parade by Lakeview Museum the Stagecoach float was created. The horses and coach are all that remains from the original float. The float was remodeled in 2014 with new paint and added mementos

Float characters: Western themed - 1 adult and 3 small children on horses /1 adult and 3 small children in stagecoach
Year constructed: 1993
Sponsorship: \$500





FLINTSTONES CHRISTMAS FOLLIES Yabba Dabba Do – Welcome to **BEDROCK** and the **Bedrock Diner**. Drive up and have a **BRONTO BURGER AND RIBS WITH ONION RINGS AND A CHOCOLATE SHAKE!** The diner was constructed in 2007 with chicken wire and the whole float was Covered with spray foam and then painted. The cars were constructed with wood and burlap and fiberglass plastic board for the wheels. The diner includes a playground area for the children.

Float characters: 8 total Flintstone characters
Year constructed: 2007
Sponsorship: \$1,000



OLD WOMAN WHO LIVED IN A SHOE



OLD WOMEN IN A SHOE There was an Old Woman who lived in a shoe, she had so many children she did not know what to do...so she brought them to the longest continuous running Santa Parade in the nation!!! This float along with the Conestoga & Circus Wagon are the oldest units in the parade. The Peoria Area Telephone Pioneers Retirees had maintained this unit for many years. In 2000 they donated the float to the parade. The Santa Parade elves updated the float in 2008 by repainting and trimming the shoe, recarpeting the float and installing windows to this classic shoe.

Float characters: 7-9 "Old Lady" and friends
Year constructed: 1889
Sponsorship: \$500





FROSTY THE SNOWMAN Frosty has been a part of this Santa parade since 1976. (In 1976 all the floats were vandalized while being stored at EXPO Gardens.) PACE elves refurbished the float in 2009 with new “snow” and a paint job and a new hat, scarf and gloves.

Float characters: 3 children on toboggan
Year constructed: 1976
Sponsorship: \$500





LOONEY TUNES TOWN Welcome to Peoria's own Looney Tunes Town a colorful fun float for kids of all ages. This colorful creation was a group effort from the Pekin Chamber of Commerce and the PACE volunteers in 1993. This float depicts the Warner Bros characters Bugs Bunny, Daffy Duck etc. The float is accompanied by costumed characters

Float characters: None
Year constructed: 1993
Sponsorship: \$500





SANTA'S WORKSHOP "Santa's Workshop" took 3 years to construct and was new to the parade in 2005. Santa's elves constructed a workshop for the elves to make toys for all the good little girls and boys. Many elves painted the float and the workshop tools and the Rocking Horse.

Float characters: None
Year constructed: 2005
Sponsorship: \$2,000





CONESTOGA WAGON This float is one of the oldest units in the Parade along with the Old Women Who Lived in a Shoe, going back 134 years. This original float depicts the travel to the Midwest in the early days and celebrating Christmas on the journey.

Float characters: Up to 8 pioneers
Year constructed: 1889
Sponsorship: \$500





CINDERELLA Cinderella was part for the 1996 Lakeview Museum Gala Event. Lakeview Museum donated this lovely float to PACE. Volunteers made the carriage mobile, by mounting the coach onto a trailer. Cinderella rides in the float and she accompanied by many of her friends. The 28 feet long carriage & horses are made of Styrofoam and fiberglass, fully upholstered on the interior. The beautiful horses pulling the carriage which were added to the float in 2015 along with the cobblestone road that the carriage now rides on. This float is accompanied by costumed characters

Float characters: 2 Cinderella's, 3 Step Sisters, 1 Step Mother
Year constructed: 1996
Sponsorship: \$1,000





CHINESE NORTH LIONS - The colorful silk dance Costumes were donated to the parade by Price Waterhouse Cooper LLP in 2006. In 2012 because of the difficulty in wearing the costumes to walk the distance of the parade, PACE decided to mount them on his beautiful Chinese Garden float including the beautiful arch Pagoda

**Float characters: None
Year constructed: 2006
Sponsorship: \$1,000**



MAGICAL MAYFLY



PIRATE TREASURE SHIP This Pirate “Magical Mayfly” Treasure Ship was created in 1998 for the Lakeview Museum’s fund raising gala and after the Gala donated it to the parade. The ship is constructed primarily of wood. Complete with a mast and sails and fans to send this Mayfly along if there is not enough wind. In 2011 the ocean waves foamed and painted under the ship.

Float characters: 1 adult and 2 children
Year constructed: 1998
Sponsorship: \$1,000





CHRISTMAS AROUND THE WORLD - Every country celebrates the holiday season in a different way and PACE recognizes this with a giant globe. The globe was created with the help of the engineers from Bradley University, The earth sits on an original Santa parade flatbed that has been around for many years. The globe is constructed with a wood frame, covered with chicken wire and then covered plaster sheets. Then painted with the countries on the globe. It took a few tries to create such a large sphere. A hot air balloon was tried but deflated overnight.

**Float characters: Choral Group
Year constructed: 2006
Sponsorship: \$500**





Christmas with The Simpsons



SIMPSONS CHRISTMAS The float was designed and constructed in 2006. The float includes colorful life sized replicas of Bart and the whole Simpson's gang. The characters were built by Heat and Frost Insulators Local #17, Chicago, IL and used in the Labor Day parade in 2004. All the materials used in the construction of these characters and furniture are made from insulation products.

Float characters: None
Year constructed: 2004
Sponsorship: \$500





S.S. MINION The float was designed and constructed in 2010. The float includes a small ship with an inflatable minion character and is typically pulled with a lawn mower or tractor

Float characters: 2 minion character and 2 on ship.

Year constructed: 2010

Sponsorship: \$500

