



Celebrating 25 Years – It's a Ducky Thing!

The Riverwalk Parade for 2019 is all about celebrating 25 years of the Riverwalk Festival and our icon, the Riverwalk Duck! This year's theme is "It's a Ducky Thing"! It's all up to you.... see how creative you can be with ducks and colors! The festival colors are yellow, orange and blue. So, the more you use these colors along with your ducks, the better your entry.

Children walking or bicycling are welcome (must be accompanied by an adult) and need not register as an entrant. We encourage them to decorate and be creative. There will be a slot for children and bikes at the beginning of the parade route.

We will be passing out 1500 Parade Bags prior to the parade again this year. If you are interested in being a Parade Bag Sponsor, application is included.

Our main concern is safety for all, so here are a few things to remember:

- Semi-trucks and oversized units, please call the Chamber for specific line-up instructions! (897-9161)
- Per the City of Lowell Police, no objects of any kind, including candy, may be thrown or passed out from the parade units or from the street (i.e. flyers, candy, objects).
- You must be 16 and have a valid Drivers License to operate a motor vehicle. No reckless operation of motor vehicles will be allowed.
- Children on bikes are required to wear helmets and be accompanied by an adult
- Animal Entrants: Please be prepared to clean up after your animals or expect to be at the end of the parade.

Parade line-up, instructions and route:

- Children and bikes line up at Lowell Light & Power Building.
- Your Parade Number will be given out when you register.
- Parade registration begins 11:00 am.
- Parade entrants are required to report to the Registration Point at the corner of Hunt St. and Riverside Dr.
- To access the Registration Point at Hunt and Riverside Dr., approach from W. Main St., turn north on Hudson St. to Hunt St., turn east on Hunt where the Registration Point is located at the beginning of Riverside Drive
- Entrants will be lined up heading south on Riverside Dr.
- Parking is available on side streets.
- Parade route: Entrants are required to proceed south on Riverside Dr. and turn east on Main St.; turn north on Jackson St., turn east on Avery St. (Semi-truck and large units turn south on Jackson St., back to fairgrounds.)

Deadline for parade entries is Friday June 28, 2019 (application on back of letter). If you have questions, please call the Chamber Office (616-897-9161) or email (info@lowellchamber.org).



Riverwalk Parade Application

It's a Ducky Thing!

Parade Saturday, July 13th

12:00 Noon, Sharp!

Registration begins at 11:00 AM

Registration point: Hunt St. & Riverside Dr.

Name of Group, Individual or Business
Contact Person
Address
City, State, Zip
Telephone
Email

Classification: (please check all that are applicable)

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> School/Youth Group | <input type="checkbox"/> Business | <input type="checkbox"/> Float |
| <input type="checkbox"/> Non-Profit/Service Group | <input type="checkbox"/> Queen/Court | <input type="checkbox"/> Car <input type="checkbox"/> Truck or Tractor |
| <input type="checkbox"/> Military/Fire/Police/EMT | <input type="checkbox"/> Media | <input type="checkbox"/> Semi-truck/Trailer |
| <input type="checkbox"/> Church Group | <input type="checkbox"/> Band/Musical | <input type="checkbox"/> Marchers/Walking Group |
| <input type="checkbox"/> Fair/4H Club | <input type="checkbox"/> Political | <input type="checkbox"/> Animal Unit |

Description: (number of people, vehicles, special needs, space required)

I have read & understand the Parade Rules:

Deadline: **Friday June 28, 2019**

Please return application: LACC, Riverwalk Parade, P.O. Box 224, Lowell, MI 49331.

For more information, call: 616-897-9161 or email info@lowellchamber.org

* www.riverwalkfestival.org

Riverwalk and Christmas Night-time Parade

Parade Bag Stuffer Sponsor Level

- ◆ Provide 3500 items (1500-Riverwalk/2000-Christmas (i.e. candy, promotional items, coupons...))
- ◆ Paper items must be on card stock, size cannot exceed 8.5 wide and 5.5 high
- ◆ Provide us with your logo to place on website
- ◆ **FIRM** Deadlines for items: **Riverwalk, June 14 & Christmas, November 15**

Parade Bag Stuffer Sponsor for Riverwalk/Christmas Parades

\$200 Chamber Members & \$300 Non-Chamber Member

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

Website: _____

Riverwalk: 1500 pieces of _____

Christmas: 2000 pieces of _____

Name as it appears on the card

Credit card number

Credit card billing address

Credit card security # (3 or 4 digit number on back)

Expiration Date

Visa MasterCard Discover

Please send application and check to: LACC, Parade Bag Stuffer - PO Box 224 – Lowell, MI 49331

Fax Application and Credit Card info to: (616) 897-9101