

# 2025 Rockford Santa Parade Guidelines

## 1) PARADE PARTICIPANTS MUST ARRIVE BY WAY OF EAST MAIN AND WOLVERINE STREET PLEASE SEE PARADE ROUTE (ATTACHED)

## 2) LINE UP & CHECK-IN

- ☐ **9:30 to 10:30 AM** - Everyone is required to be in parade line-up order **by 10:30 AM**.
- ☒ **POSITION:** Parade Participants should arrive at East Main and Wolverine Street to enter the parade lineup and check in with volunteers. Vehicles not in the parade WILL NOT be allowed to enter the setup area.
- ☐ Look for volunteers wearing **fluorescent vests**. They will be happy to assist you.
- ☐ **PLEASE** be respectful of property/yards and the landscaping of parade route residents.
- ☐ **PLEASE** pick up any trash you/your group create and do not allow children to run all over front yards.

## 3) PARKING AVAILABLE

- |   |   |
|---|---|
| <input type="checkbox"/> Rockford Public Schools Administration Building. | <input type="checkbox"/> Main Street parking lots.          |
| <input type="checkbox"/> Behind Parkside Elementary School at RAM Field   | <input type="checkbox"/> Wolverine World Wide parking lots. |
| <input type="checkbox"/> Rockford Baptist Church                          |   |

## 4) CARPOOL

- ☐ **Carpooling is a must. NO PARENT DROP OFF on parade streets during line up.**
- ☐ Park in areas listed above and walk to the designated line up position.
- ☒ **NO DROP OFF what-so-ever in parade line up area.**

## 5) GROUPS

- ☐ Please remind children of troop number and troop leader's name.
  - o Group Leader is responsible for organizing the troop
- ☐ Adult supervision ratio – we recommend 1 adult for 6 children.
- ☐ Visible identification with troop number.
- ☐ Sign on **front** of vehicle with group name and number. (This will help the announcer identify the group)

## 6) CANDY

- ☐ Only walkers may distribute candy.
- ☐ **DO NOT THROW CANDY - if distributing candy, you must hand it to individuals or toss on the ground towards them.**
- ☐ **DO NOT STOP YOUR VEHICLE TO DISTRIBUTE CANDY.** *Individuals either walk or ride – please make decision before parade starts. Volunteers will enforce.*

## 7) HAND OUTS

- ☐ **NO paper handouts** – Only a very small percentage of the paper handouts are taken home. Instead, people drop them and litter the streets. Thank you for helping keep our city streets litter-free!

## 8) PARADE END

- ☒ **DO NOT** disperse in the middle of the street. Proceed to RAM Stadium behind Parkside Elementary School and walk children back to their original place/parking spot. **Parents will NOT be allowed to drive on Monroe Street for pick up.**

## 9) DESIGNATED QUIET ZONE

- ☐ **WE WILL HAVE A DESIGNATED QUIET ZONE THAT STRETCHES FROM THE CREEK NEAR THE COMMUNITY CABIN ON MONROE ST. TO LEWIS STREET. THIS ZONE MEANS THERE IS NO MUSIC, SIRENS OR OTHER NOISE. WE WILL HAVE SIGNAGE UP AT THE PARADE.**

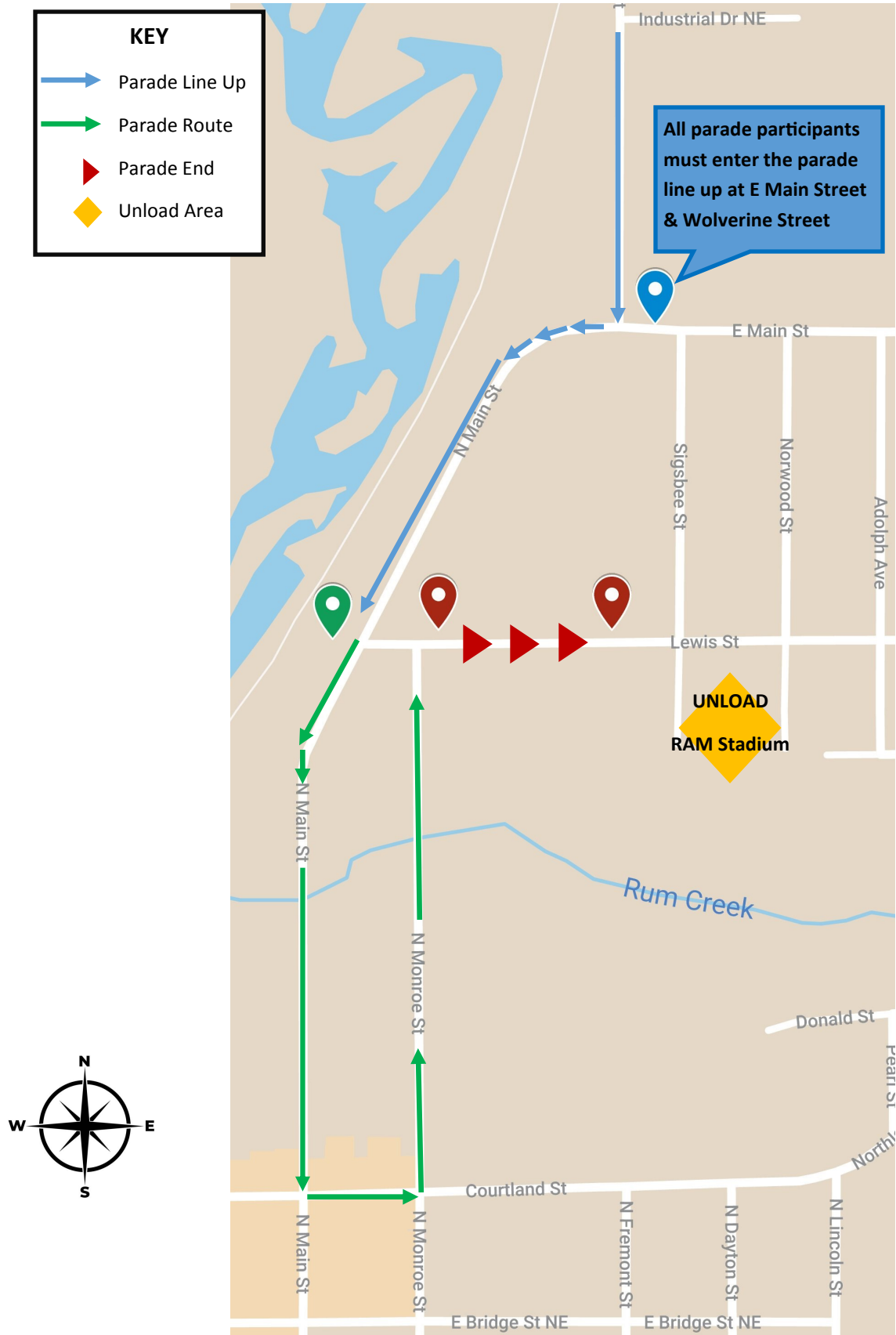
## 10) SANTA

- ☐ Santa ends the parade so please no Santa's in your parade entry! All other Holiday characters are acceptable in your group except for Santa. Santa hats are also acceptable.

### Following the Parade:

Santa will be at the Rotary Pavilion to visit with children until 2pm following the parade. There will also be cookies there while you wait.

# 2025 Santa Parade Map



2025 Santa Parade-Alpha Numeric Lineup

Numeric	
Entry #	Business
1	Chief Robinson
2	Goldfish Swim School-Knapps Crossing
3	Rockford American Legion
4	City
5	Rockford Fire Dept
6	Rockford Fire Dept
7	Courtland Fire Department
8	Rockford Ambulance
9	Kent County Sheriff's Office Mounted Unit
10	Gordon Water
11	Bier Distillery & Brewery
12	Camp Roger
13	MVP Athletic Club
14	Rockford Community Choir
15	Rockford Footwear Depot
16	Lions Club of Rockford
17	Cub Scout Pack 3264
18	Williams and Gallagher Othodontics
19	PaintEZ of Grand Rapids
20	Heart of Michigan Bernese Mountain Dog Club
21	85 West Dental
22	Rhythm Dance Center
23	Skinfluencer Beauty Bar
24	Girl Scouts Service Unit 322
25	Lake Michigan Credit Union
26	Grand Rapids Tech
27	West River KinderCare
28	Rockford Boys Youth Lacrosse
29	Bloomin Blinds of Grand Rapids
30	Rockford Rotary Club
31	Versiti Blood Centers of MI
32	Golden Retriever Rescue of Michigan (GRRoM)
33	Herrington's Excavating Drilling & Plumbing
34	Hope Luthern Church
35	Graff CDJR of Rockford
36	RPS Transportation
37	Cleaning Solutions Customized
38	Scout America Troop 8228
39	Transformed Construction & Renovation
40	Rockford HS Caroling Brass
41	Storypoint Rockford
42	Rockford Girls Lacrosse & Field Hockey
43	Fowle Eyecare
44	LB Golf MI
45	Rockford Self Storage
46	Oaks at Belmont
47	Rockford Rowing
48	Courtland-Oakland United Methodist Church
49	Community West Credit Union
50	Rockford Dance Company
51	Sprinkles Donut Shop LLC
52	Hulst Jepsen Physical Therapy
53	We Rock the Spectrum GR
54	Rockford Cub Scout Pack 3228
55	Schaafsma Heating & Cooling
56	Amway River Bank Run
57	Deer Tracks Junction Adventure Park
58	Equest Center for Therapeutic Riding
59	Kellermeier Plumbing, Heating & Cooling
60	OLC
61	Heffron Farms
62	Vanderhyde Ford
63	Exterior Refresh
64	Floor Coverings International of Rockford
65	Premier Edge Concrete Solutions
66	My Pro Am Towing
67	RestoPros of West Central MI
68	Krause Memorial Library/KDL
69	Meijer
70	Bridge Street Burger Shack
71	Cedar Rock Barns
72	Granger Waste Services
73	Randy's Lawn Care
74	West Michigan Sentinels
75	Ryan's Towing
76	Ryan's Towing
77	Herrington's Waste Service
78	Santa

Alpha	
Business	Entry #
85 West Dental	21
Amway River Bank Run	56
Bier Distillery & Brewery	11
Bloomin Blinds of Grand Rapids	29
Bridge Street Burger Shack	70
Camp Roger	12
Cedar Rock Barns	71
Chief Robinson	1
City	4
Cleaning Solutions Customized	37
Community West Credit Union	49
Courtland Fire Department	7
Courtland-Oakland United Methodist Church	48
Cub Scout Pack 3264	17
Deer Tracks Junction Adventure Park	57
Equest Center for Therapeutic Riding	58
Exterior Refresh	63
Floor Coverings International of Rockford	64
Fowle Eyecare	43
Girl Scouts Service Unit 322	24
Golden Retriever Rescue of Michigan (GRRoM)	32
Goldfish Swim School-Knapps Crossing	2
Gordon Water	10
Graff CDJR of Rockford	35
Grand Rapids Tech	26
Granger Waste Services	72
Heart of Michigan Bernese Mountain Dog Club	20
Heffron Farms	61
Herrington's Excavating Drilling & Plumbing	33
Herrington's Waste Service	77
Hope Luthern Church	34
Hulst Jepsen Physical Therapy	52
Kellermeier Plumbing, Heating & Cooling	59
Kent County Sheriff's Office Mounted Unit	9
Krause Memorial Library/KDL	68
Lake Michigan Credit Union	25
LB Golf MI	44
Lions Club of Rockford	16
Meijer	69
MVP Athletic Club	13
My Pro Am Towing	66
Oaks at Belmont	46
OLC	60
PaintEZ of Grand Rapids	19
Premier Edge Concrete Solutions	65
Randy's Lawn Care	73
RestoPros of West Central MI	67
Rhythm Dance Center	22
Rockford Ambulance	8
Rockford American Legion	3
Rockford Boys Youth Lacrosse	28
Rockford Community Choir	14
Rockford Cub Scout Pack 3228	54
Rockford Dance Company	50
Rockford Fire Dept	5
Rockford Fire Dept	6
Rockford Footwear Depot	15
Rockford Girls Lacrosse & Field Hockey	42
Rockford HS Caroling Brass	40
Rockford Rotary Club	30
Rockford Rowing	47
Rockford Self Storage	45
RPS Transportation	36
Ryan's Towing	75
Ryan's Towing	76
Santa	78
Schaafsma Heating & Cooling	55
Scout America Troop 8228	38
Skinfluencer Beauty Bar	23
Sprinkles Donut Shop LLC	51
Storypoint Rockford	41
Transformed Construction & Renovation	39
Vanderhyde Ford	62
Versiti Blood Centers of MI	31
We Rock the Spectrum GR	53
West Michigan Sentinels	74
West River KinderCare	27
Williams and Gallagher Othodontics	18