

# 2025 Rockford Santa Parade Guidelines

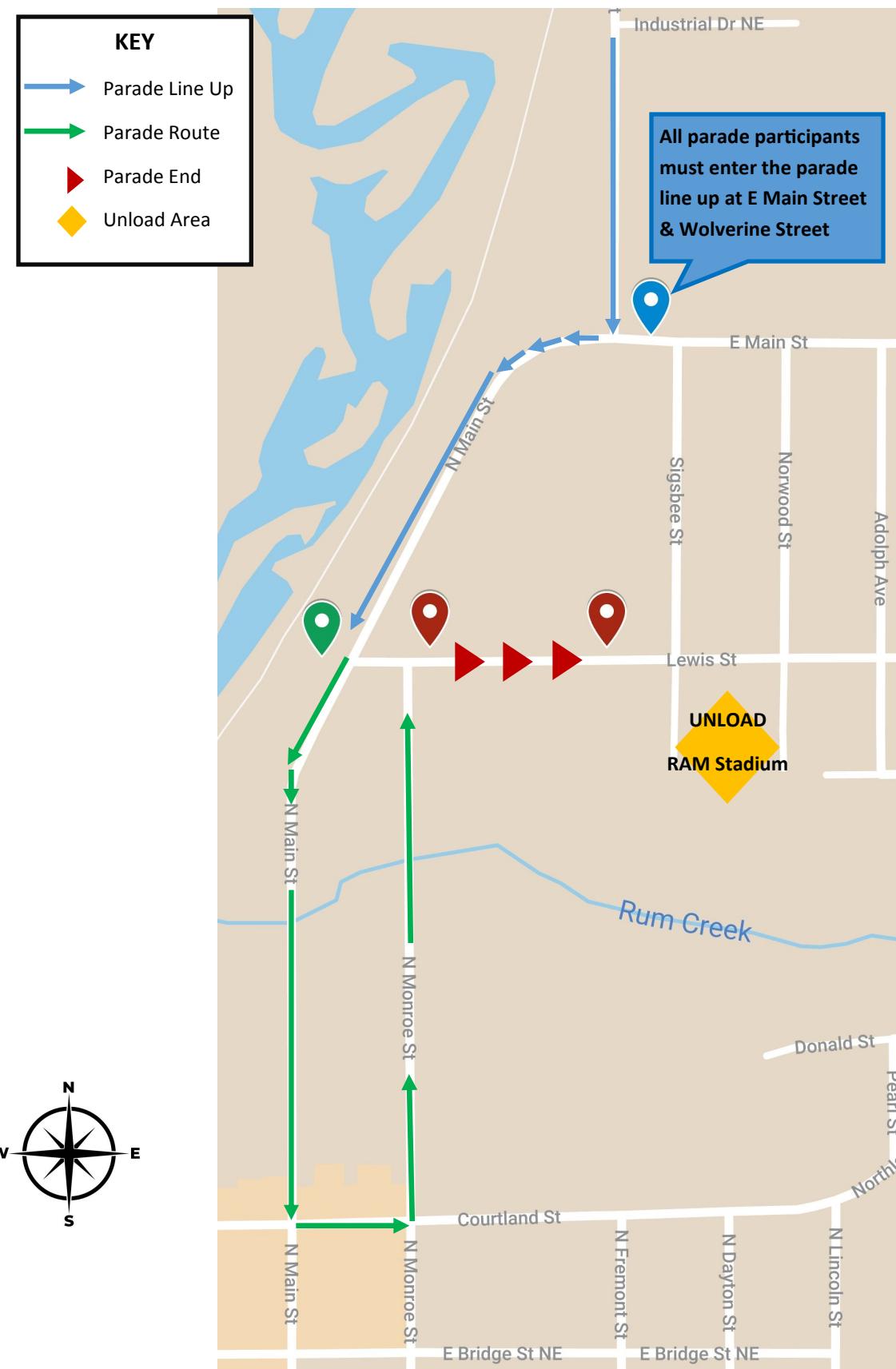
- 1) **PARADE PARTICIPANTS MUST ARRIVE BY WAY OF EAST MAIN AND WOLVERINE STREET  
PLEASE SEE PARADE ROUTE (ATTACHED)**
- 2) **LINE UP & CHECK-IN**
  - 9:30 to 10:30 AM** - Everyone is required to be in parade line-up order **by 10:30 AM**.
  - POSITION:** Parade Participants should arrive at East Main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