



2025 PARADE GUIDELINES

Thank you for your interest in the 81st Annual Santa Parade in Rockford. The parade will be held on Saturday, December 6, 2025 at 11am.

Please review the following guidelines before completing and returning the application.

- **MANDATORY SAFETY MEETING:** Tuesday, December 2, 2025 | 6:00pm | Rockford United Methodist Church. ALL parade applicants are required to have a representative at the Mandatory Safety Meeting. Entries who do not attend will not be able to participate in the Santa Parade.
- **LINE UP & CHECK-IN:** You will receive your line up number via email the week prior to the Safety Meeting. Further instruction on check-in will be provided at the Safety meeting as well.
- **PAPER & HANDOUTS:** This is a family-friendly event. If you want to hand out items at the parade, they must be geared towards children. NO paper hand outs are allowed!! Only walkers are able to distribute candy – Absolutely no candy may be thrown from a vehicle!
- **GROUPS:** Please relay all guidelines and information regarding the parade to everyone in your group. Any groups/entries who do not follow guidelines presented here and at the Safety Meeting will forfeit participation in future parades.
- **DESIGNATED QUIET ZONE:** There will be a designated Quiet Zone that stretches from Tamarack Run to Lewis Street. This Zone means there is no music, sirens or other loud noises. We will have signage at the parade as a reminder.
- **DEADLINE:** All parade applications must be received by Friday, November 21, 2025. Any applications received after this date will not be eligible to participate.

If you have any questions prior to the parade, please contact the Rockford Chamber of Commerce at 616-866-2000.

Thank you for your participation and we look forward to having a fun and safe Parade again this year!



Parade Entry Form 2025

Name of Organization: _____

Contact: _____ Phone: _____

Address: _____

City, State & Zip: _____

Email Address: _____

SEMI TRUCKS (Tractor Trailer) ARE NOT PERMITTED!!
Santa and/or Mrs. Claus are not allowed in your group!

Type of Parade Entry: ☐ Automobile (10 ft.) ☐ Marching (15 ft.) ☐ Equestrian (30 ft.)
☐ Float (30 ft.) ☐ Truck/Trailer (30 ft.)
☐ Other (please specify length): _____

Music: ☐ Yes ☐ No

Announcement for Parade Emcee: (25 words or less): _____

- ☐ **Chamber Members:** Allowed one (1) free entry and one (1) paid entry.
- ☐ **Non-Chamber Members:** Allowed one (1) paid entry. **Fee:** \$50
- ☐ **Churches and non-profits:** Allowed one (1) free entry.

Further instructions and a map of the parade route will be distributed following registration.
If you have questions, please call the Chamber Office at 616-866-2000.

Please mail your entry (and check, if applicable) to:

Rockford Chamber of Commerce | 17 S Monroe | Rockford, MI 49341 -OR-
Email to: membership@rockfordmichamber.com

Santa Parade Entry Deadline: November 21, 2025

If you do not receive a confirmation email 5 business days after submitting application, please contact the Rockford Chamber of Commerce for confirmation of receipt.