VILLAGE OF SCHAUMBURG

SEPTEMBERFEST PARADE GENERAL INFORMATION

Labor Day Weekend – August 31, September 1 & 2, 2019

SEPTEMBERFEST LABOR DAY PARADE, MONDAY, SEPTEMBER 2, 2019

Date, time & place.

Monday, September 2, 2019. Parade will kick-off promptly at 10 a.m. Line-up will be on Wise Road between Roselle Road and Plum Grove Road at 8:30 a.m. Wise Road will close between Roselle and Plum Grove Roads at 9 a.m.; 9:30 a.m. for parade traffic. **Summit Drive closes at 8 a.m. on Monday**.

Overview.

The Village of Schaumburg is pleased to present the 49th edition of its annual Septemberfest celebration. Septemberfest is an annual three-day festival held over the Labor Day holiday weekend. The festival was established in 1971 by local charitable organizations as a way to raise funds while providing an alternative to holiday travel for local residents. This year marks the 38th year the Village has sponsored the event, during which time Septemberfest has grown to be one of the largest festivals in the Chicago Metropolitan area.

Attendance.

Since its inception, Septemberfest has seen a consistent increase in attendance. The Labor Day celebration draws approximately 250,000 people to the event annually, with the majority of festival patrons from Schaumburg and the surrounding communities. The festival is designed as a family event, which is reflected by the make-up of the patrons.

Assembly.

Final assembly details will be announced in a future letter. However, all parade units should plan on assembling no later than 8:30 a.m.

Registration.

Registration is open to the following for no charge: civic groups, elected officials, various local entertainment groups, and Not-for-Profit groups. All other entrants are subject to a sponsorship fee of at least the Gold - Presidential level of $500. Each sponsor will receive the advertising available in the donation package that the sponsor commits to and the sponsorship form is available on the Septemberfest website at www.septemberfest.org. No refunds will be given. Please note that the parade application needs to be completed and sponsorship does not guarantee acceptance. Each entrant will be required to adhere to parade guidelines and policies. The Septemberfest Committee reserves the right to limit and screen entries based on the group's service to the community. There are a maximum of 100 slots for individual units. **You will receive notification of acceptance or rejection along with your line-up number by mail in late August**. Should you have any questions, please feel free to call the Septemberfest Hotline at 847-923-3636.

Appearance fees (if applicable).

Failure to indicate an appearance fee on the parade application will indicate that none is required. Units requiring appearance fees will be selected on the basis of available funds. Please enclose a completed W-9 form which is required in order to receive payment.

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Decoration of entries.

All units must observe the theme by using suitable decorations. All vehicles, unless pulling floats, must be fully decorated. No bare trucks, wagons, or trailers will be allowed other than governmental vehicles (e.g. - police, fire and engineering public works vehicles). Entrants failing to decorate according to the theme will risk losing their spot the following year.

Signs.

Each entry must have a minimum of a 3' wide x 1' high readable sign, giving the official name of the entry or the entry will not be judged. The entrants are also required to display the 8 ½" x 11" sign with the assigned parade number provided with the acceptance letter on the right side of the unit. Displays which are obscene or contrary to community standards or which appeal to prurient interests are prohibited. Entrants not displaying the parade number correctly will not be judged.

Supervision.

Organizations with children marching must have a minimum of four adults supervising. All parade entries with children must have a designated adult that will stay with the children until all children are picked up by their parent or guardian. No children are to be left on or near a float without adult supervision.

Committee rule.

The Septemberfest Committee prohibits the throwing of candy, gum, and other items from any moving parade unit. These items MUST be *gently* handed out beyond the white line from walking parade participants at the curb. No paper literature may be handed out by any entrant unless it is attached to candy or other giveaway item (e.g. flyers, brochures, pamphlets, business cards, etc.). Please note that quite a bit of candy is typically given out during this parade; please consider other alternatives. As a safety precaution, cheerleader tossing, pyramids, and double standing are not allowed. Failure to comply with the aforementioned rules will disqualify the unit from the parade and judging. The committee retains the right to limit entry into the parade to community service or municipally-related organizations.

Elected officials.

All elected officials or candidates for elected office must personally appear in the unit bearing his or her name.

Judging.

All units must maintain a forward motion. There will be no stopping for performances.
Units will be judged on their performance throughout the entire parade. Award winners will be mentioned later in the day, please consult the Septemberfest program or website for time and location. All entries will be judged in one category only. Please check the appropriate category on the application.

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Submittal of application.

The application deadline for civic groups, various local entertainment groups, elected officials, and Not-for-Profit groups is July 15. The deadline for sponsors participating and receiving advertising is July 1 due to the program and sign printing deadlines. Applications received after the deadline will be put on a waiting list. In this case, you will be notified as spaces become available. In order for your application to be considered, it must be **fully completed** with all guidelines and requirements met. **Applicants shall be apprised of their application status in late August.**

If you have any questions, please contact Roxane Benvenuti, Special Events Coordinator, at rbenvenuti@schaumburg.com or 847-923-3605.
Septemberfest Parade, 201 Schaumburg Ct., Schaumburg, IL 60193.

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