



2014 Ortonville Creekfest Parade; Saturday, June 21st

Hello,

With the success of last year's 2013 Creekfest Parade, this letter is a cordial invitation to be a participant in a growing tradition in the village of Ortonville. The **2014 Creekfest Parade** in Downtown Ortonville.

Last year's parade covered a route of about 1/3 of a mile and was attended by and estimated 500+ of families, kids, adults and friends. It was taped by the local public access TV station and was broadcast on a weekly schedule. The variety of participants made it an exceptional fun event to attend. But this year, we want to "up the ante" as they say to surpass last year's 40+ group participants.

We would like you to be a participant to "show off" your business, group or organization with your involvement. **There are no fees for you to enter into the parade (excluding political entries)**. This is a great way to get exposure or recognition to the public that you/your business or organization are around and actively involved in the community. If your business, group or organization is in the surrounding community, don't you want the public (new and old) to know who and where you are? Don't you want to show off your trade or cause? This is a great way to advertise and let the public know you are ready for business and the more creativity, the more attention your business will get.

And the creativity is up to you...you can utilize vehicles, floats, trailers, tractors, ATV's, motorcycles, Dune Buggies, decorations, bicycles, wagons, animals (w/pooper scoopers) or good ole fashion walking as a group. And yes, we said "floats" ...they are welcomed and encouraged. Obviously we want all involved to be a shining star and to take pride in showing off your business. We also want this to be exciting for you and all attending. And of course what a great opportunity to get pictures or video of your owners, bosses, employees, and overall participation for your website, Twitter, Facebook or any media avenue. Some of the participants last year got great coverage (local newspaper, FB hits/tags, website postings, television coverage, etc) due to their creativity.

We really would like to encourage you to be a part. Even if it is walking or having a vehicle with the name of your business on the side of it. Below {page 2} we have a list of basic rules & regulations that we ask you to abide by.

Please respond by "**Thursday JUNE 19th; 5pm**" as we have to place each participant and orchestrate the timing. Staging time will be from 8:30– 9:45am the morning of the parade and 'step off will be at 10:00am sharp'.

We thank you for your consideration and hoped involvement with the "**2014 Ortonville Creekfest Parade**"

Warm Regards,
Randy Adam
2014 Creekfest Parade Director



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Rules and regulations for ALL 2014 Creekfest Parade Participants

- This event is a “family event” so we ask all participants to have a ‘clean theme’.
 - *Nothing provocative, vulgar or offensive* (this includes any costumes or music to be played)
- All participants will conduct themselves in a professional and orderly manner. Each group’s “participant leader” will be responsible for the actions of their team.
- NO use or possession of any alcohol, illegal drugs or weapons will be tolerated. If a person or team is discovered using or in possession of such items, they will be reported to the proper authorities and omitted from the parade and events immediately.
 - *This will be an absolute “Zero Tolerance” stipulation.*
- We ask all participants to be **ON TIME**. We have a “strict” schedule to abide by and cannot delay for any reason. If you are not there at your assigned time, you will either be placed at the end OR not allowed to be a part. Please understand this is to be courteous to all involved with this parade including the audience.
- If anyone has an emergency situation, please let one of the authorities or coordinators know immediately and they will get you assistance.
- All vehicles must be in “good mechanical and operational condition”. Understand there will be kids, animals and other vehicles in the parade aside from the crowd. We do not want to have any possibilities of accidents (i.e. brakes not working properly, throttle issues, overheating, nasty exhaust fumes, leaking, etc). So when considering your choice of vehicle, keep this thought in mind.
- We ask that all vehicles (cars, trucks, tractors, etc) be “CLEAN”. We are sure you want your vehicle to represent your business in the best way possible. So a cleaned up, detailed and shiny vehicle is a great way to get it noticed and get attention. It reflects YOU and YOUR BUSINESS. *And feel free to use your ‘hazard warning lights’, any external lights (flood lights, fog lights, running lights, etc),*
 - *FLY A FLAG...American or one related to your business / group / organization.*
 - *They are simple effective ways for visual advertising and great photo ops.*
- If you have any kind of animals, they **MUST BE ON A LEASH** and **CONTROLLABLE**. ASLO, YOU MUST PROVIDE A “POOPER SCOOPER” to follow immediately behind the animals.



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Rules and regulations for ALL 2014 Creekfest Parade Participants (continued)

- If walking, your “team members” should be able to do a lengthy walk. The route is about 1/3 of a mile and will take 15 minutes or so to complete. Comfortable shoes and dress attire are encouraged. The walk is on a main paved road. Make sure all are prepared for the weather (i.e. cold, heat, dampness, etc).
- Passing out of items (i.e. flyers, pamphlets, business cards, novelties, etc) is acceptable, but we ask please do not hand out any kinds of “decals or stickers”.
- Simple candies can be handed out for the kids. **PLEASE NOTE:** Hard candies (i.e. jawbreakers, suckers, etc) can be a choking hazard to small children, so please refrain from handing out those kinds of candies. Tootsie Rolls, Chocolate Kisses, Candy Bars, Laffey Taffy, Gum, Smarty’s, Starbursts, etc. are more ‘kid friendly’ candies. Also, please make the effort to have ‘candy walkers’. *NO throwing candy from your vehicle or float. We do not want any kids running out on to the parade route.*
- Remember, this is “CREEKFEST” so theming your vehicle or float to reflect it would be a great way to participate. Again, use your own imagination, *this is just a suggestion.*



We want this parade to be a continued successful event...

We want you to have a fun time participating.

We will do our best to make this run smoothly, but the main thing is, we all need to work together for the same goal.

We want the crowd to have this as a great memory and we want them to patronize all the businesses and organizations involved (commercial and non-profit).



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Please describe your group's entry:

Float _____

Trailer _____

Vehicle(s) _____

Animal(s) _____

Walkers (#) _____

Bike(s)/Wagon(s) _____

Creekfest Parade Director:

Randy Adam, entertainers@downtownortonville.org , 248-929-1966 cell

Creekfest FAX: 248-627-4677

Creekfest Contact: Molly LaLone, DDA Executive Director

Creekfest Phone: 248-627-8070

Creekfest Email: director@downtownortonville.org



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Parade Times and Details

- ✚ Parade Date & Time: **Saturday, June 21st / 10:00 AM Start**
- ✚ Check In & Start Location: **Fletcher Intermediate School Parking Lot** (just north of the Ortonville Library) 300 South St, Ortonville, MI 48462
- ✚ Check In Time & Location: **Check in will be from 8:30-9:45 AM**

Check In Location – Entrance is off of South Street, at the School/Library entrance. Go to the driveway to your “right” as you enter the parking lot area. There will be signs and a ‘blue’ easy up tent. That is where you will check in. From there you will be directed to your holding position in the school parking lot. *PLEASE NOTE: We DO NOT have use of the Library Parking Lot as the library is OPEN and that is theirs. So please be courteous and do not park or hang out in that lot. Thank you for your understanding and cooperation*

- ✚ Parade Route: The parade will start heading out the same driveway as you checked in. You will **turn LEFT to head up South Street**. You will **stay on South headed into town** where it ends at the light. All participants will **TURN LEFT to proceed toward the Old Mill**.
 - To Exit the parade and festival area please continue straight and that will take you to M15.
 - If you have a vehicle and want to “park”, go to JAMES Street and TURN RIGHT, take that to BALL Street and TURN RIGHT again, then go to CEDAR and TURN RIGHT to get back to the festival area.
 - If you are a walking group, you are welcome to turn LEFT on Davis (street before the Old Mill) and wait for the parade conclusion.
 - If you have a Trailer/Float and want to bring it back to the Festival area, follow the second direction listed.
 - If you want your group to have a “meeting place”, the t-ball fields would work best which would be turning RIGHT on Cedar as you approach the Old Mill.



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2013 Creekfest Parade Participant Agreement

By signing this document, it is understood you have read and agreed to the Creekfest Rules and Regulations and are willing to be a participant in the 2014 Creekfest Parade being held on Saturday, June 21st, 2014 with "step off" at 10:00 AM.

I/we also agree not to hold the Village of Ortonville, Ortonville DDA, Brandon Township and all associated administrators, agents, directors, insurers, members, volunteers, and employees liable for any injury or losses that may be received directly or indirectly while participating in this event.

Please 'fax' this document (or drop it off) to the Ortonville DDA office at: 248-627-4677

The Village of Ortonville, Ortonville DDA and all the Ortonville community thank you for being a part of this annual celebration.

Parade Participant Signature: _____

Business / Organization Name: _____

Address: _____

City/State/Zip: _____

Contact Lead: _____

Contact Phone: _____

Contact Email: _____

Today's date: _____