

Brillion Optimist Club
P.O. Box 131
Brillion, WI 54110



Dear Area Business or Organization,

It's that time of year again! We are excited to announce that this year's annual Brillion Optimist Club Electric Parade will be held on **Friday, June 13th, 2025, with a start time of 8:30 PM.** As always, there is NO rain date.

As a committee, we are very proud of the Electric Parade and the continued growth and entertainment it provides. At past parades we had over 5,000 people lined up on Main Street! We are very thankful for the support you have given us over the years. This event would not be what it is today without you. Our hope is that you are again able to participate in this year's parade. Here are ways that you can be part of this event:

Sponsorships: Each year our parade includes the talents of marching bands and other musical entries from all over the US. These musical groups range in cost from \$300 to \$2,500 per unit, with the total parade cost of over \$10,000. Your financial support, through a sponsorship will ensure that we can continue to provide top notch musical groups year after year!

Banners: Any sponsorship of \$350 or more ensures that you have a customized, color banner with your business logo and/or any information you want printed on it. A banner is a great way to promote your business and sponsor a band. It also is a great way to be in the parade if you choose not to have a float. Local youth clubs and school students will carry your banner in the parade for you. We then save your banner for future years. If you donate \$100 or more in later years, we will have your banner carried for you again.

Floats: We will again be having the Float Contest. Floats will be judged based on creativity and use of lights. Chamber Bucks will be awarded for first place (\$100), second place (\$75) and third place (\$50). As always, there is no entry fee, so get your group together and join our Float Contest!

Please complete and return the enclosed form if you wish to enter and/or be a financial sponsor. The sponsorship deadline is **Friday, May 9th** to be included in local advertisements and the newspaper. Sponsorships will be accepted after this date but may not be included in certain publications. We will do our best to recognize any late sponsorships through social media. If you have any questions, please feel free to contact Electric Parade Committee member, Ryan Hale at 920-585-3298. Thank you for your time and consideration.

Brillion Optimist Club Electric Parade Committee,

Ryan Hale, Sarah Pielhop, JoAnn Mignon, Tammy Koehler and Betty Nies

OFFICIAL PARADE SPONSOR & FLOAT FORM

PLEASE CHECK ONE:

- Parade Float AND Financial Sponsor
- Parade Float ONLY
- Financial Sponsor ONLY

SPONSORSHIP INFORMATION:

Business, Group or Organization: _____

Sponsorship Amount: _____

- CHECK HERE if you are a NEW financial sponsor and will need a new banner printed

Make checks payable to the BRILLION OPTIMIST CLUB. Please return via mail or email to Ryan Hale at the address listed on the back of this form.

Electric Parade Float Rules & Etiquette

1. **Quality of Floats:** All floats must be built sturdily and need to withstand the full journey. Recommended pre-parade vehicle check-up: gas tanks FULL, oil changed, double-check tire wear & pressure on all vehicles and trailers (a defect or flat in the middle of a parade is **NOT** a good thing).
2. **Speed and Safety:** All drivers need to adhere to all instructions given by parade line-up officials. The speed at which floats are to be traveling at can be described as a “creep” (1-3 miles per hour). The purpose of the speed is safety and of course to be seen by on-lookers. Keep a **minimum** distance of 30’ between you and the float in front of you. Be constantly scanning the street and side walks in front of you. We don’t need any accidents. **PLEASE DO NOT BLOW HORNS DURING THE PARADE!** (This frequently scares and may harm small children and affects musical performances).
3. **Candy:** Candy may **only** be distributed to spectators by participants that walk along the side of their float. The potential for injury for parade spectators who “dive” toward candy thrown from a moving float is too large to ignore. It would only take ONE unnecessary incident/accident to discontinue the parade forever. Any parade float participants violating this request will be told to leave the parade and will not be asked to participate in future parades. **NO SUPERBALLS.** These look like candy and can cause a choking hazard with children that may not know the difference.
4. No animals allowed.
5. No alcohol is to be allowed on or distributed by parade floats/participants.
6. **Deadline:** All float entry forms **MUST** arrive by noon on Monday, June 9th, 2025. All entries received after this will be placed at the end of the parade! **There is NO rain date.**

Parade entrants please complete information on the back of this form

PARADE FLOAT INFORMATION:

I pledge to follow the above rules for the Electric Parade as set forth by the Parade Committee. Additionally, I shall indemnify and hold the Brillion Optimist Club, parade committee, it's members and volunteers harmless against any and all claims or any other forms of liability that may arise due to the parade.

Signed: _____

Date: _____

Name of Business, Group or Organization: _____

Contact person: _____

Phone: _____ Email: _____

Street Address, City, State, and Zip Code: _____

Will your entry have music? _____ Type/Length of your Entry: _____

Semi Truck? Please Circle YES or NO

Mail or email form(s) to:

Brillion Optimist Club Electric Parade

Attn: Ryan Hale

PO Box 131

Brillion, WI 54110

Email: brillionoptimistclub@gmail.com