



The 48th Annual Downtown Appleton Christmas Parade

"Home for the Holidays"

Tuesday, November 20, 2018



October 8, 2018

Dear Christmas Parade Applicant:

Congratulations! The Downtown Appleton Christmas Parade Committee has selected your entry for the 48th Annual Downtown Appleton Christmas Parade to be held on Tuesday, November 20. You and your organization can be proud to be selected for Wisconsin's Largest Nighttime Christmas Parade.

Enclosed, you will find parade rules, staging area instructions and a map indicating where your unit location will be in relation to other units. We also indicate the street and side of the street that your unit should be placed. Please review this carefully. **Your unit number is 32.**

Please **e-mail a brief paragraph** with a specific description of your entry. Include facts, figures, accomplishments, or items of special interest regarding your entry. Tom Zalaski and Erin Davison of WFRV-TV Channel 5 will read the descriptions during the broadcast. The parade is televised live to over 100,000 viewers and will be rebroadcast several times before Christmas. Check the parade website for listings. Keep in mind, due to unavoidable programming conflicts, this year the parade will begin at 7 p.m. and be broadcasted "live" on air.

Send us your description **by Monday, November 5th**. If we do not receive your description, we will use the information you included on your application. If, for any reason, you will not be able to participate, please notify us as soon as possible. Again, congratulations on being chosen to participate.

PLEASE REMEMBER THAT NO CANDY, FLYERS OR ANY TYPE OF MATERIALS CAN BE THROWN OR PASSED OUT TO THE CROWD!

If you have any questions, please call Djuanna or myself at 920-954-9112. You may fax descriptions to (920) 954-0219 or e-mail to: djuanna@appletondowntown.org

Sincerely,
Greg Otis
Chairman, Appleton Parade Committee

PLEASE SEE STAGING AREA INSTRUCTIONS, PARADE RULES & STAGING MAP, (included).

2018 STAGING AREA INSTRUCTIONS

Attached is a map of the Christmas Parade Staging Area. Please note the number of your unit shown on the Acceptance Letter corresponds to a number on the map, (see map on back). Staging area is on State Street between College Avenue and 5th Street. The area is congested on parade night and we ask your cooperation by approaching the staging area as follows:

If your unit number is:

1 through 5; 71 through 74

6 through 11

12 through 18; 42 through 47

19 through 23; 48 through 53

24 through 29; 54 through 59

30 through 35; 60 through 65

36 through 41; 66 through 70

Approach from:

Richmond Street/Memorial Drive
To College Avenue (Facing East)

Memorial Drive to Lawrence Street
To State Street (Facing North)

Memorial Drive or Walnut Street to
8th Street to State Street (Facing North)

Memorial Drive to 7th Street to State Street
(Facing North)

Memorial Drive or Walnut Street to 6th
Street to State Street (Facing North)

Memorial Drive to 5th Street (Facing North)
or Prospect Avenue to Walnut Street
To 5th Street to State Street (Facing North)

Memorial Drive or Walnut Street to 4th
Street (Facing North)

No vehicles allowed in staging area, except those that are actually in the parade.
No vehicles allowed in staging area to just simply drop people off.

Please follow the above instructions. Remember, it is impossible to turn your unit around in staging area.

2018 Staging Map - Appleton's Christmas Parade

