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SEPTEMBER 25, 2010

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59th Niagara Wine Festival

September 17 - 26, 2010

Our signature event.

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Celebrating one of Canada's most cherished products, Ontario Icewine.

Niagara New Vintage Festival

June 11 – 26, 2011

Join more than 30 internationally acclaimed Ontario wineries at one of Canada's premier spring events, as we present the first taste of Niagara's Award-winning wines.



Niagara Wine Festival

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**NIAGARA
WINE
festival**



presents the 59th Annual

**NIAGARA
WINE FESTIVAL
GRANDE PARADE**

APPLICATION & INFORMATION

WWW.NIAGARAWINEFESTIVAL.COM

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SEPTEMBER 17-26, 2010

**The Smart!Centres/Retrocom
NIAGARA WINE FESTIVAL GRANDE PARADE**

The Niagara Wine Festival invites you to join our 59th annual "Wine Country" Celebration's major event - the Smart!Centres/Retrocom Niagara Wine Festival Grande Parade. Join more than 100,000 spectators on Saturday, September 25 starting at 11am in Downtown St. Catharines.

The Niagara Wine Festival is proud to support Niagara as "The Green Energy Capital of Canada" with this year's parade theme, "How Green It Is." Entrants will be challenged to reflect how Niagara can be the Canadian leader of Green Energy investment by embracing the 'Reduce, Reuse, Recycle' motto, as well as by highlighting the natural resource possibilities that the Niagara Region has.

The flagship event of the Niagara Wine Festival is the Smart!Centres/Retrocom Niagara Wine Festival Grande Parade. Guests enjoy the colour and pageantry of one of North America's foremost street parades.

We invite you to join an outstanding array of marching bands, majorettes, drum corps, floats and service clubs in the presentation of the 2010 Smart!Centres/Retrocom Niagara Wine Festival Grande Parade.

Enclosed please find our Parade Application Form and a condensed form of Rules and Regulations (a complete list of rules is available upon request).

To join our 2010 "Wine Country" Celebration, please complete the attached Parade Application Form. Float entries must include details of your entry, photographs or a coloured sketch. The Parade Committee will review your application and contact you within 30 days of receipt. Applications must be received by August 13th, 2010 deadline.

PARADE ENTRY



To be part of the colour and pageantry of the 59th annual Niagara Wine Festival Grande Parade, please complete the accompanying entry form in its entirety. The 2010 Niagara Wine Festival Grande Parade is organized and produced by the Niagara Wine Festival for entertainment and enjoyment as well as the economic development of the Niagara Region.

Enjoy the television broadcast of the Niagara Wine Festival Grande Parade on the COGECO Television Network in Niagara and selected areas of the Ontario Cable Network.

Application Deadline is August 13, 2010

Join 100,000 spectators as we enjoy Ontario's half century tradition of excellence. The Smart!Centres/Retrocom Niagara Wine Festival Grande Parade will be presented at 11am on Saturday, September 25th regardless of weather conditions.

The 2010 Parade theme is: **How Green It Is**

ENTRY CATEGORY DEFINITIONS



COMMERCIAL ENTRY

An entry will be judged to be commercial if it bears a company name, symbol, any signage related to a commercial business for the intention of exposure or is accompanied by a commercial mascot: ie: **Ronald McDonald, A&W Root Beer** etc.

Commercial entries are \$2,500.00 CAD plus HST.

NOT FOR-PROFIT ENTRY

An entry will be deemed not-for profit if the organization has documents showing that it is a Registered Not-for Profit Group or Organization. Proof of Registration may be requested of any Applicant by the Parade Committee prior to acceptance. \$40.00 per entry.

COLOUR GUARD

The flag-bearers and guards who conduct marching maneuvers with colours in a ceremony or on parade.

COLOUR PARTY

The flag-bearers who protect the colours in a ceremony on parade.



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This is an application for entry only.

After this application is reviewed by the parade committee, you will be advised of your entry status.
Please attach additional information, as needed.

Name of Entry: _____

Company/Organization (if applicable): _____

Contact Name: _____

Address: _____

City: _____ Prov / State: _____ Postal / Zip: _____

Bus. Phone: (____) _____ Res. Phone: (____) _____

Fax #: (____) _____ Cell Phone: (____) _____

E-mail Address: _____

All Entries MUST be accompanied by a
\$40.00 Cdn. application fee
to cover Festival administration costs.
Fee refundable for unsuccessful applications.

Please check the category which best classifies your entry.
Check additional categories only if an integral part of the entry.

- | | | | |
|--|---|---|--|
| FLOAT
<input type="checkbox"/> Club
<input type="checkbox"/> Non-Profit
<input type="checkbox"/> Festival and/or Municipal
<input type="checkbox"/> Commercial and/or Sponsor
<input type="checkbox"/> Miscellaneous | BAND
<input type="checkbox"/> Drum Corps
<input type="checkbox"/> High School
<input type="checkbox"/> Pipe
<input type="checkbox"/> Military Marching
<input type="checkbox"/> Miscellaneous | MAJORETTE
<input type="checkbox"/> Junior
<input type="checkbox"/> Senior
<input type="checkbox"/> Both | MISCELLANEOUS
<input type="checkbox"/> Marching Unit
<input type="checkbox"/> Clown(s)
<input type="checkbox"/> Equestrian
<input type="checkbox"/> Commercial/Sponsor Vehicle
<input type="checkbox"/> Non-Commercial Vehicle |
|--|---|---|--|

- | | | | |
|---|---|---|--|
| COLOUR
<input type="checkbox"/> Guard
<input type="checkbox"/> Party | SHRINERS
<input type="checkbox"/> Walking
<input type="checkbox"/> Motorized | <input type="checkbox"/> Costumed Character
<input type="checkbox"/> Miscellaneous | MUSIC
<input type="checkbox"/> Live
<input type="checkbox"/> Recorded |
|---|---|---|--|

Will your entry be accompanied by live music/entertainment?
 # Walking: _____ Dimensions of Float: _____ YES NO
 Description and Theme of entry: _____
(total footage of float with tow vehicle)

Media Announcement for use by TV, Radio & MC. (If no announcement is provided, the announcer will only use
 Entry Name): _____

FORM OF PAYMENT: Visa Mastercard Cheque made payable to Niagara Wine Festival
 Card Number _____ Expiry Date _____

RULES & REGULATIONS: ALL UNITS

- COMPLETED Parade Applications MUST be received at the Festival Office by August 13th 2010, regardless of past or current Festival History. Entries received after this date, WILL NOT BE CONSIDERED for the 2010 Niagara Wine Festival Grande Parade.**
- All applicants must provide detailed information outlining the entertainment value of their entry. All applicants will be evaluated on: creativity, colour/pageantry, incorporation of the 2010 theme pertinence to the Niagara region, safety and cohesive presentation.
- Float entries must provide a description of their float that includes the name of their entry, theme, construction details and size. The maximum float height is 13'6"; there are no length or width restrictions.
- A minimum of four entries in any category must be present for judging to take place.
- All support personnel must be in cohesive attire to the theme of the entry. Only one support vehicle allowed per entry with prior consent from the Festival.
- All marching parade participants must be a minimum of 10 years in age and 48 inches in height.
- All equestrian and live animal entrants must provide their own clean-up crew who shall be easily identifiable as part of the group.
- Sponsorship identification on floats must be restricted to one panel, maximum 8' long by 1' wide, unless otherwise agreed to by the Parade Committee.
- Any entrants that slow the progress of the parade will be asked to move along. If the entrant continues to slow the progress of the parade they may be asked to leave the parade route.
- All floats must be self propelled, unless otherwise agreed to. It is the responsibility of the entrant to supply their own gas and driver.
- A detailed drawing or photograph must accompany all motorized or mechanical entrants. All motorized vehicles must be clean and in proper working condition.

- Entries will be judged by the Niagara Wine Festival Grande Parade Judging Committee and will be judged based on the criteria outlined in rule #2.
- Any damages caused by the storage or transport of your float to the marshalling area must be repaired before you receive your parade line up number.
- All entries MUST provide proof of liability insurance to the Festival office for \$2 million by August 13th, 2010. Failure to provide proper insurance documentation will result in your entry's removal from the parade. Please name "The Niagara Wine Festival" as an Also/Additional Insured and allow sufficient time for processing.
- Any entrant appearing under the influence of alcohol or drugs will be asked to vacate the parade route.
- Niagara Wine Festival or Smart!Centres will not be responsible for any injuries or damages prior to, or during the parade.
- Performance groups note - in order to maintain parade flow, there is no stand and show at any time along the parade route.

COMMERCIAL ENTRIES

The Niagara Wine Festival welcomes the support of commercial entries. A \$2500 entry fee will be in place for banners and banner carriers with a company logo to identify support and to enhance the overall appeal of the parade.

ACCEPTANCE PROCESS

The Niagara Wine Festival aims each year to present a parade in conjunction with the Wine Festival that is entertaining, cohesive, creates a sense of fun for spectators and participants alike and provides a safe experience for all. The Smart!Centres/Retrocom Grande Parade is an opportunity for everyone involved to truly shine both in the community and to the visitors who flock to the parade route each year to enjoy the festivities. Additionally the Festival must ensure that the total number of entries work together to create a parade that meets our overall time requirements. It is for these reasons that the criteria and regulations of the Festival Parade Committee have been created.

Please carefully read the explanation of the application process below, making note of the rules and best practices for you the applicant as well as those of the Niagara Wine Festival. Applicants can make changes/additions to their application at any time during the acceptance process; however we ask that you do so in writing to the Festival office.

Throughout this process, the Niagara Wine Festival Grande Parade will be referred to as The Parade, the Niagara Wine Festival Grande Parade Committee will be referred to as The Committee, and any groups or persons applying, will be referred to as the Applicant.

The first step in the application process is to complete the 2010 parade application form. Please provide as much detail as possible and include as much supplementary information as you believe the Committee will require to make a well informed decision. Completion of an application does not in itself guarantee your acceptance as a participant in the parade. Completed parade applications, (all documents filled out, all payments completed) MUST be received at the Festival office by August 13th, 2010. Entries received after this date, will not be considered for the 2010 parade. We urge all applicants to confirm their application status prior to spending or construction on their entry. Once the Committee receives your application it will be evaluated on the basis of:

- The previous year's entry (if applicable) with the Committee reviewing notes, photos, videos etc. provided by the applicant and/or from Festival archives.
- Any drawings, descriptions, photos or video etc. provided by the Applicant with their application.
- The Festival will be reviewing your submission to ensure that the following components are evident in your parade entry; colour/pageantry, movement, the inclusion of a theme in your entry and the inclusion of the parade theme in your entry, that your entry is unique, that your entry is safe and will contribute to the overall vision of the parade and festival.

The Niagara Wine Festival, the Parade Committee and the Staff, are not responsible nor will be held liable for any costs incurred with the production of any Entry to the Niagara Wine Festival Grande Parade.