



Twinkle Town Holiday Parade

Submit to Ionia Downtown Development Authority
Address: 203 West Main Street, Ionia, MI 48846
Ph: (616) 527-1420 Website: cityofionia.org

Date of Application: _____

All parade entries will be reviewed prior to participation. The City of Ionia has the right to accept or reject any entry. Final parade instructions will be emailed before the event. Please see the parade policy list and the hold harmless agreement.

Basic Information

Organization: _____ Contact Person: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Desired Payment: Cash (enclosed) Check (enclosed) Invoice

Parade Sponsorship

- "Magic of the Season" - \$650 (sponsorship & entry, include entry info below if participating)
- "Spark of Joy" - \$400 (sponsorship & entry, include entry info below if participating)
- "Parade Elf" - \$150 (sponsorship & entry, include entry info below if participating)

Parade Entry

"Community Spirit/ Festive Float" Entry Fee: Nonprofit Organization \$10, All Other Organizations \$25

- | | | |
|--|---|--------------------------------------|
| <input type="checkbox"/> Marching Band | <input type="checkbox"/> Commercial vehicle | <input type="checkbox"/> Equine Unit |
| <input type="checkbox"/> Commercial vehicle with trailer/float | <input type="checkbox"/> Walking Unit | <input type="checkbox"/> Baton/Dance |
| <input type="checkbox"/> Other: _____ | Please include size/length: _____ | |

Please give a brief description of your entry and a photo, if possible.

OFFICE USE ONLY

Approved or **Denied** (Circle One)

Comments: _____

Copies To: _____

Signature: _____ Date: _____

2025 Twinkle Town Holiday Parade Waiver
Hold Harmless, Release and Indemnity Agreement

As required for approval, _____ (print name), agrees to indemnify, defend, and hold harmless the City of Ionia, respective agents, servants, associations, employees, or anyone connected with the City of Ionia from and against any and all claims and liabilities, expenses, fees, fines, suits, actions or judgments of any and every kind and nature as a result of participating in the Twinkle Town Holiday Parade.

Further, _____ (print name), also agrees to defend the City of Ionia and respective agents, servants, associations, employees, or anyone connected with the City of Ionia from and against any and all claims or actions brought or filed against them with respect to the subject event of this Twinkle Town Holiday Parade Hold Harmless Agreement and further agrees to pay any and all costs and attorney's fees associated with the defense of any such claims or causes of actions and _____ (print name) shall be responsible for any and all damage and/or injury resulting from the Parade.

The undersigned has read the above and understands its conditions and agrees to the same. The undersigned hereby represents that he/she is over 18 years of age and authorized to legally bind their organization or participant indicated above to the terms of this agreement.

Date: _____

Print Name of Organization/Participant: _____

Signature: _____

Twinkle Town Holiday Parade Rules Friday, December 5

All entries — please provide four float spotters. If your entry has anything/anyone that may fall off the entry during the parade route, we ask that you place one spotter at each corner of your float/entry to maintain safety rules.

Keep children safe. Do not throw candy from floats or vehicles. If you wish to pass out candy, please walk along the parking spaces and hand it out.

Pause when you reach the official Christmas tree located at Main and Depot streets. Proceed around the tree in the opposite direction from the entry in front of you. Even-numbered entries will go around to the right of the tree; odd-numbered entries will go around to the left of the tree.

At the end of the parade, all entries cross M-66 under the direction of the Department of Public Safety. Please enter the Grand Rapids Ophthalmology parking lot. To avoid congestion, go to West Adams Street, the Secretary of State's Office, and unload in one of their parking lots. If you do not need to unload, please continue on West Adams to M-66 and re-enter M-66 traffic from there.

The parade lineup begins in front of the courthouse, then heads east, branching onto Hudson Street and Church Alley. Entries located on Hudson Street and Church Alley will enter from the south off Adams Street. The parade ends at M-66, where a Public Safety officer will assist entries through the intersection.

Line-up time: 5:30 PM for floats and large entries and 6 PM for walking entries. Parade begins at 6:30 PM.

Parade staff will be stationed on each street to assist entries to their designated locations. Parade participation ribbons will be distributed as you approach Kidd Street.

If you have any questions, please contact the Ionia Downtown Development Authority at (616) 527-1420.