

February 15, 2011

Dear Friends:

"Cead Mille Failte!" (A hundred thousand welcomes),  
from Alma, Michigan---Scotland, U.S.A.

Our community cordially invites you and your organization to join us in celebration! Each year, Alma hosts approximately 50,000 visitors over Memorial Day weekend for the Alma Highland Festival and Games. This year we are proud to celebrate our 44<sup>th</sup> year and we invite you to become part of the festivities through participation in the Highland Festival Parade. The street parade will be held on **Saturday, May 28, 2011** with step-off at **10:30 AM**.

**All commercial business entries will be asked to pay a \$25 sponsorship fee to participate in the 2011 parade.** The Alma Highland Festival parade is the largest parade in Gratiot County and offers your business an audience of thousands of people, most of them local to our community. This is a wonderful opportunity to advertise your goods and services to a captive audience. The sponsorship fee will help cover the growing costs of hiring Pipe Bands and other specialty units that make our parade unique and able to draw such a large audience. All commercial businesses that register for the parade and pay the \$25 fee by the May 1<sup>st</sup> print deadline will be listed in our Alma Highland Festival Program and local newspapers as a sponsor. Non-profit organizations, churches, schools, etc., will be exempt from the fee.

Again this year **parade entries will no longer be able to toss items out into the crowd.** The parade committee will only allow parade entries to **directly hand items to spectators** along the parade route. This change was made for the safety of our parade spectators. Hand out items may include, candy, flowers, balloons, trinkets, leaflets or samples.

The Highland Festival Parade Committee made these changes to maintain the quality of our parade and the safety of our guests. Please respond promptly to help us in planning the parade. All applications must be received by **Friday, April 22, 2011**. All applicants will receive their parade line-up information between the first and second week in May.

Thank you for your participation. Should you have any questions at all, please feel free email me at [lindaloper@gmail.com](mailto:lindaloper@gmail.com). I have a great feeling that this year's parade will be rain-free and one of our best parades yet. I truly hope you can join us for the 44<sup>th</sup> annual Alma Highland Festival Parade!!

Sincerely,

Linda Loper  
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# Alma Highland Festival Parade Guidelines

The date of the Highland Festival Parade is Saturday, May 28, 2011. The parade will begin promptly at **10:30 AM** and the number of units will be limited. **Entry applications must be received no later than April 22, 2011. Entries with a Scottish theme will be given priority.** The guidelines below have been developed to ensure the safety of the entrants, as well as the spectators.

## **Entries:**

1. Every float must be equipped with a class ABC fire extinguisher.
2. All trailer hitches must meet with State of Michigan requirements.
3. Maximum height of floats is 12'6". Floats must be no more that 2'6" above the ground.
4. Cars are requested to be in outstanding condition. Please contact us if you have a question concerning your vehicle.
5. **THERE WILL BE NO POLITICAL ADVERTISING PERMITTED. Only elected government officials who serve the citizens of the City of Alma and Gratiot County will be allowed to participate in the parade.**
6. No entries will be paid for participation in the parade, except pipe bands and special interest units selected by the Parade Committee.
7. Entries are not permitted to stop the forward motion of the parade in order to perform. **HIGH SCHOOL BANDS SHOULD MAKE SPECIAL NOTE OF THIS POLICY.** Units must maintain an interval of 25' with the units in front and behind.
8. Horse units **MUST** provide their own clean-up crews immediately following their units.

## **Rain Policy**

1. The chairperson of the Alma Highland Festival Parade Committee will decide if the parade will go or not.
2. If it is raining, please stay in your areas on the Euclid Field line-up/ staging area for instructions.
3. Those units, which the Festival has agreed to pay, will receive their honorarium if they are in attendance.
4. No unit will be required to march or participate at the expense of uniforms or instruments.
5. Please remember that the number one rule for rain plans is, use common sense and be careful.

# Alma Highland Festival Parade Application 2011

Group or Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_  
City State Zip

Phone ( ) \_\_\_\_\_

Type of Entry:

Walking/Marching Group:

\_\_\_\_\_ Pipe Band

\_\_\_\_\_ Marching Band

\_\_\_\_\_ Other (please list): \_\_\_\_\_

Vehicles:

\_\_\_\_\_ Car/Truck

\_\_\_\_\_ Float

\_\_\_\_\_ Other (please list): \_\_\_\_\_

Approximate size of group planning to attend parade \_\_\_\_\_

**What item will you \*HAND OUT along the parade route?** \_\_\_\_\_

\* Items will not be allowed to be tossed or thrown to parade spectators due to safety reasons.

For publicity purposes prior to during the parade, please give us special or interesting information concerning your unit. Please use the back of this application or add a separate page.

If you are unable to attend this year's parade,  
would you like to remain on the mailing list? \_\_\_\_\_ YES \_\_\_\_\_ NO

Please return this application as soon as possible so we may begin planning this year's parade. Applications must be received no later than **April 22, 2011**. Also, please check below if you are sending your \$25 application fee now or you would like to be invoiced. Thank you so much for your participation!!!

\_\_\_\_\_ \$25 Parade Entry Fee Attached

\_\_\_\_\_ Please invoice me for the \$25 Parade Entry Fee

\_\_\_\_\_ My parade unit is a non profit organization participating in this year's parade.

Parade Chairpersons:

Linda Loper /Tiffani Malpass

5275 Northern Tr

Beverton, MI 48612

[lindaloper@ymail.com](mailto:lindaloper@ymail.com)

