February 14, 2020

Dear Parade Applicant:

The City of Appleton Parade Committee is proud to announce the 70th Annual Appleton Flag Day Parade will be held on Saturday, June 13, 2020, beginning at 2:00 p.m. This year’s parade will honor the United States Navy and feature a theme “Our Nation. Our Flag.” to celebrate our community, family traditions and respect for Old Glory.

Fox Cities citizens have honored “Old Glory” since 1950, making the Appleton Flag Day Parade the nation’s oldest. This celebration annually attracts hundreds of participants and more than 50,000 spectators to Appleton.

Reminder: All entries must present a patriotic theme, decorate accordingly, and display the U.S. flag PROPERLY.

The Flag Day Parade would not be possible without your participation. Due to the popularity of the Parade, the Committee might not be able to accept all applicants. The following guidelines help determine approval or denial of applicants:

1. Applicants will be accepted in the following commercial and non-commercial categories.
   a. Floats
   b. Bands
   c. Animals - including carriages, horse-drawn vehicles, and walking units.
   d. Vehicles - single units including cars (LIMIT OF 7 VEHICLES PER CLUB), pickup trucks and buses.
   e. Walking units
2. All entries must be patriotic and decorated accordingly: entries are required to display the U.S. flag properly. This parade is designed to honor the stars and stripes as well as entertain parade spectators; it is not a promotional or political endeavor. The Parade Committee will eliminate any entry not in compliance.
3. Float entries are encouraged to display their name or sponsor on the float in a subtle, non-commercial manner.
4. The Parade Committee must receive applications no later than April 13, 2020.
5. A detailed description of your entry must accompany the enclosed application. Acceptance will depend on this detailed description. It will also enable the Parade Committee to line up the best possible parade.
6. Your acceptance in the Parade will be confirmed via mail or email by approximately May 4, 2020.
7. No handouts are allowed. This includes literature, candy or any other item handed or thrown to the crowd.
8. No political candidate or political organization shall solicit or advertise candidacy in the Parade.
9. Due to overhead wires and crosswalks, the height of your entry must not exceed 13’ 5”.
10. If you need assistance with parade building materials:
    https://www.stumpsparty.com/parade-float-decorations/c/487
    https://www.shindigz.com/float-decorating-kits/c/707

COREY OTIS, Parade Chairman
Enclosures