



2012

63rd Annual Swedish Days

June 19-24

Geneva Illinois celebrates midsommar with a six-day festival each year. Over 200,000 people visit this historic river town during the week that features great food, entertainment, rosemailing, kids' events and hometown flavor.

The grand finale of the week is the Grand Parade held on the last day, **Sunday, June 24**. Over 110 parade units march along tree-lined streets with over 60,000 people along the route. This is tremendous brand exposure for your business. No fee to enter - just a creative idea to present your message.

We invite you to submit an application - just complete the enclosed form.
Drop off or mail by May 15 to:

Geneva Chamber of Commerce, 8 S. Third Street, Geneva, IL 60134-0481 630/232-6060 ♦ Fax 630/232-6083

Once it has been reviewed, we will issue you a line up number along with directions and instructions. Line up information will be sent the first week of June, 2012.

Come join us...

Swedish Days Parade

Geneva, Illinois – Sunday, June 24, 2012

Application deadline is MAY 15, 2012

1. **Insurance:** Each entry must be covered by adequate liability insurance.
2. **Parade Marshals:** Placement of the parade entries in the lineup is the responsibility of the Viking Service Organization and Geneva Chamber of Commerce. The Viking Marshals have full control of the parade in the formation area, during the line of march and in the disbanding area.
3. **Message Restrictions:** No philosophical, political or religious messages may be incorporated into the design or used on any entry in the parade without the written approval of Geneva Chamber of Commerce and the Viking Service Organization. A sketch of the entry must be submitted with application for approval.
4. **Signage:** All signage must conform to the standards of Geneva Chamber of Commerce and the Viking Service Organization. Applications must include text of signage as it will appear in parade for approval.
5. **Distribution Restrictions:**
No candy may be distributed or thrown to parade spectators from any unit in the parade. No water guns/soakers or water of any sort! No handouts are allowed. Incorporate your message in your unit.
6. **Security:** Security arrangements for the parade entries are the sole responsibility of the participant.
7. **Political Units:** Candidate/office holder and no more than 25 marchers will be allowed.
8. **Lineup Time:** All entries must be in their designated formation area at 12:00. Floats should be in place by 11:00 am. Step off is 1:00 pm.
9. **Release Forms:** All entrants under 18 years of age must have a parent or guardian sign a release at the time of the application. Group chairman or director may act as guardian.
10. **Vehicle Restrictions:** Undecorated cars or trucks are not allowed (exception: classic car clubs).
11. **Marching Units:** Marching units are limited to 50 walkers (exception: bands). All marching units are required to maintain forward motion at all times; no maneuvers should slow the parade or cause gaps.
12. **VIP Reviewing Stand:** Located on State St. just after turning off Anderson Blvd. (between Seventh and Eighth Streets on south side).
13. **Categories:** Parade unit must be described on the application form. Categories include:
 - Float
 - Musical/Walking Unit
 - Decorated Car/Truck
 - Classic Cars
 - Political Unit
 - Band/Drum & Bugle
 - Animal Unit
14. **Tax I.D. # or S.S. # :** Must be given for payment - delivered to unit at line-up.



Swedish Days Parade

Sunday, June 24, 2012

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Please print clearly:

Name of Unit as it should appear in program: _____

Contact Name: _____ Email: _____

Phone where you can be reached Mon-Fri; 9 am to 4 pm: (_____) _____

Address: _____ City/State/Zip: _____

Group or
Organization Name: _____

- Tax I.D. # or SS # _____ (applies only to paid units)

Our sign or message reads: _____

Check category/complete information:

Float

▪ music; length of unit _____

Walking unit

▪ music; number of participants _____

Political unit

▪ music; number of participants _____

Decorated car/truck

▪ music; number of vehicles _____

Classic Cars

▪ music; number of vehicles _____

Animal unit

▪ music; describe _____

Band/Drum & Bugle

▪ number of participants _____; support vehicle

This form must be signed and returned to the Geneva Chamber of Commerce **by May 1, 2012.**

No candy may be distributed/thrown to spectators from any unit in the parade.
No water guns/soakers. No handouts are allowed. Incorporate your message on your float.

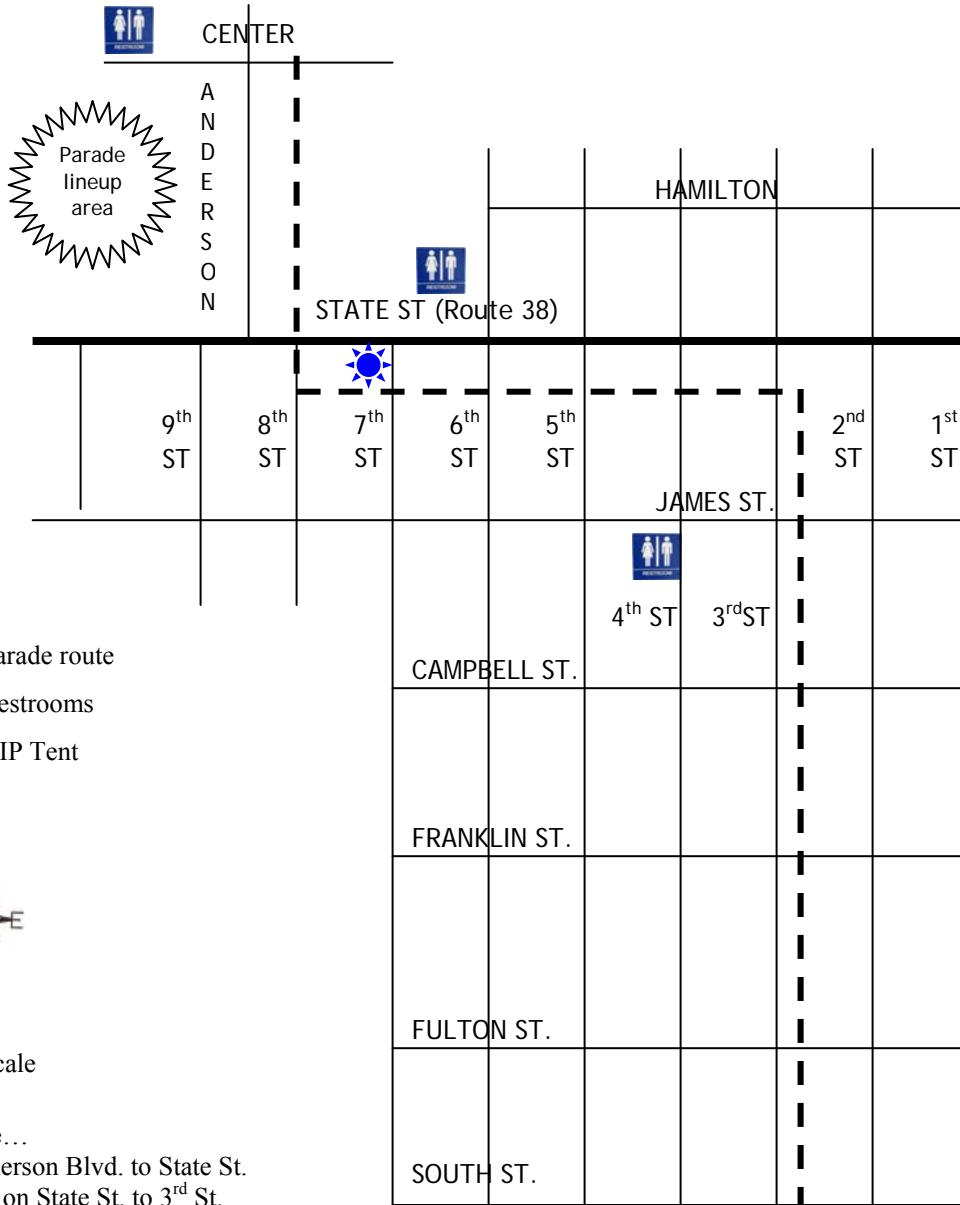
I have authority to sign this application and agreement for my organization and each of its members, have carefully read the application and agreement, know its contents, and sign it voluntarily




Authorized Representative

Name of Organization

Date

In consideration of the acceptance of this application: (a) each member of my organization participating in the 2012 Swedish Days Parade ("Parade") will comply with all Parade rules and regulations; (b) I, for myself, for each member of my organization participating in the Parade, and for each personal representative, executor, administrator, heir, successor, and assign of mine or any of them, **RELEASE AND DISCHARGE** the Geneva Chamber of Commerce, the City of Geneva, the County of Kane, the Viking Service Organization, and all sponsors of Swedish Days 2012, and each of their parent companies, subsidiaries, affiliates, directors, officers, trustees, officials, members, employees, volunteers, agents, attorneys, successors, and assigns, all referred to as "releases," from all liability for any injury, damages, death, property damage, or other loss in any way connected with participation in or travel to or from the Parade, whether caused by any of the releases' negligence or any other acts or omissions; (c) my organization **AGREES TO INDEMNIFY** each of the releases from any loss, liability, or damages which any of them may incur in any way connected with participation in or travel to or from the Parade by any member of my organization; and (d) each member of my organization **ASSUMES FULL RESPONSIBILITY FOR** the risk of any injury, damage, death, property damage, or other loss in any way connected with his or her participation or travel to or from the Parade, whether caused by any of the releases' negligence or any other acts or omissions. This paragraph is intended to be as broad and inclusive as permitted under Illinois law and if any portion of this paragraph is held invalid, the balance of this paragraph and the agreement will continue in full force and effect.



-  Parade route
-  Restrooms
-  VIP Tent



Map not to scale

Parade Route...

Anderson Blvd. to State St.
 east on State St. to 3rd St.
 south on 3rd St. to Train Station

