



Parade of Lights Info & Rules

On Saturday, December 2, 2023, as part of Madison's Magical Christmas, KJAM will light up Madison with the 2nd Annual Parade of Lights in Downtown Madison beginning at 5:30pm on Egan Ave.

The parade will be a great opportunity for your business, organization, church group or family and friends to showcase your creativity and promote your business or group.

Madison's Magical Christmas Parade of Lights entries will compete for 5 awards judged by a panel of community members. The 5 categories are Most Beautiful, Mayor's Choice, Most Humorous, Most Creative & Best Use of Lights. Winners will receive a trophy plus recognition from local media and the community.

Included is more information for you as you start planning your float as well as a registration form and rules of participation.

Registration forms and descriptions should be returned to KJAM, 101 S Egan Ave, Madison, SD 57042 or emailed to KJAMOnAir@alphamediausa.com. You can also submit your form online at AmazingMadison.com. Forms should be submitted by November 24, 2023

For more information or any questions contact KJAM at 605-256-4514 or email Peg.Roehrich@alphamediausa.com

We hope your organization or business is as excited about this event as we are!



Madison's Magical Christmas

Rules of Parade Float Participation

1. Entry forms & descriptions should be turned in to KJAM or emailed to KJAMOnAir@alphamediausa.com by 5pm on November 24th, 2023. Registration can also be submitted online at AmazingMadison.com.
2. At least one walker should accompany every entry. The walker must act as a pacer for the float.
3. NO ENTRY may include a LIVE SANTA CLAUS. Santa will be featured on a float as the parade finale. Mrs Claus, reindeer and elves are fine.
4. All entries must be well-lit for evening viewing, using white and or colored lights.
5. All floats are encouraged to have live or recorded festive holiday music.
6. Tow-vehicles must feature lights and be incorporated into the overall design. Walking units must also be lit.
7. Every float and towing vehicle is encouraged to carry a fire extinguisher readily accessible to the operator.
8. The total dimensions of the float cannot exceed the following measurements: 14 ft wide, 80 ft long and 14 ft tall.
9. Generators or batteries may be used to power lights and or sound equipment. The energy source must be large enough to safely provide adequate power. Be sure to test your light display before the parade.
10. All entries using generators should attempt to muffle the generator noise so it doesn't drown out the music.
11. For the safety of spectators, no candy or other items may be tossed from the float; it may be dispersed by your walkers during the parade.
12. Company logos and props cannot be the main focus of the theme of the float. However, the entry sponsor's name should be prominently displayed on the sides of the parade unit.
13. Participants are responsible for ensuring that all copyright permissions are sought and obtained in the event that they are using characters subject to such protection. Event organizers do not provide such consent and comply with all applicable laws and governing copyright protection.
14. Entries will receive a number prior to the parade. That is the order you will line up. The parade will be broadcast on KJAM so entries will need to be in the correct order.





Parade Registration

Registration Deadline: Friday, November 24th, 2023

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____ Cell # _____

Email: _____

Float:

What type of Entry:

Float Single Vehicle Walking Group Drumline

Other (please describe) _____

What is the theme/name of your entry(will be provided to the judges): _____

What will you use as a tow vehicle (if applicable) _____

Float will be well lit

Tow Vehicle will be well lit

Walkers will wear lights

Music will be incorporated(not mandatory but strongly encouraged)

Description & information about your float to be used during the radio broadcast.

KJAM Radio is not responsible for any personal property damage due to any cause, and by signing this application each unit agrees to assume responsibility for any damage involving this entry.

Please sign registration and & mail, deliver or scan/email to:

KJAM Radio
101 S Egan Ave
Madison, SD 57042

Email to: KJAMOnAir@alphamediausa.com
605-256-4514 AmazingMadison.com

Signed: _____

Date: _____

Printed Name: _____