

Santa Clara Parade of Champions

Estimated Timeline

January

- Submit City Event Application
- Budget Draft
- Prepare Sponsor Packages
- Distribute Sponsor Packages
- Prepare Entry Applications
- Email or Mail Invites
- Receive Insurance quotes

February

- Discussion of Parade Theme
- Contact Judging Circuits

March

- Parade Theme Announced Contract Insurance
- Grand Marshal Discussion

April

- Obtain quotes for Equipment, Toilets, staging radios, sound system
- Finalize Entry Packages
- Secure Parade Judges
- Secure Parade Staging areas
- Invite Dignitaries

May/June

- Pre-Parade Meeting with City Departments—Promote through Communications, Silicon Power Billings, Blog, City Website
- Contract Parade logistics equipment
- Order parade ribbons and trophies if applicable
- Send parade date to calendar of City events

July/August

Parade Entry deadline
Parade Banners to printers, car signs to printers
Final sponsor contracts signed
First Parade line up draft
Meeting notice for volunteers
Secure VIP guest Convertibles if applicable
Receive all city costs estimates

August/September –THE PARADE!

Final Parade line up draft
Street closure notifications to neighborhood
Parade entry packages mailed
First Script complete
Volunteer Meeting
Volunteer Info packages complete
Award Presentation
Post Review Meeting with Committee
Mail Thank You letters

Ongoing

Solicitation of Corporate Sponsors
Solicitation of potential Units
Marketing of Parade
Solicitation of Volunteers