

# The Do-Dah Parade

June 6, 2015

Step-off at 11 a.m. Gates open at 9 a.m.



## Overview:

The “Do-Dah Parade” is Saturday, June 6, 2015 at 11 am. The parade will travel the traditional Do-Dah parade route (Lovell, Park, Michigan, Portage, back to Lovell), starting at the corner of Jasper and Lovell Street.

Do-Dah Parade started in 1984, when WKMI organizers designed the parade as a way for companies and organizations to provide unique entertainment through a parody. It was patterned after the Pasadena, California Parade called Doo Dah. The purpose remains the same – create the un-structured, un-proper, and totally goofy parade. Maybe a better word would be a zooy outrageous costume parade. Each year, participants are challenged to reinvigorate the meaning of “Do-Dah” (a parody based on a spoof or a satire of a person, place, event or thing). Being creative can be a challenge, but when you do – it will make your group be remembered. Our goal is for this year’s parade to be the funniest yet!

Enclosed is the application; please complete and send back by May 15th. The parade is limited to 70 units, so get your “groove” on, complete the application, and send it back. Here are some highlights:

1. This weekend is called the June Jubilee weekend (combining our traditional and most favorite events we called “Super Saturday” for so long). We encourage artistic celebration with a parody. Creativity is an art. We might even have a Queen of Do-Dah be our Parade Marshal. Watch for try-outs in case you know a person who could be queen.
2. Do-Dah Parade will only be successful if there is a whole lot of parodies, silliness, raucous costuming, and art. To insure this happens, we are limiting each unit to 10% promotion of your organization. Please note, we have the parade constabularies who will check your units before you hit the streets.
3. The parade application fee was increased to \$50. This is to help cover our expenses and ensure Do-Dah is an event for years to come. If you would like to have your company be a sponsor and gain advertising exposure – we would love to send you a proposal.
4. Please make sure to complete **all** portions of the application including the waiver statement. Confirmations will be sent via email and the final packet will be mailed the week of May 15. If you do not receive email confirmation within a week of sending in your application, please call us (269-388-2830). The final line-up information will also be posted on the KELC website.

There are two ways to participate in Do-Dah: a) unit based on a spoof or a satire of a person, place, event or thing; or b) dress your unit up in outrageous costumes. We also encourage the use of art carts and music. Descriptions will be used to promote your participation prior to the parade and create media human interest stories. This is a family event and your unit is a reflection of your organization and participants – we trust it will be done in good taste.

- ❖ Entries are arranged in the parade based on their entertainment value. Applications received after the deadline will be added at the end.
- ❖ ONLY 10% OF THE UNIT CAN BE ADVERTISING FOR YOUR ORGANIZATION/BUSINESS. So, that means that commercial vehicles that are not COMPLETELY part of the decorated unit are not permitted.
- ❖ ALL PARTICIPANTS MUST BE IN COSTUME! Costumes and/or attire of all participants must reflect overall parody theme of the entry. This is where the parade constabularies will be taking note – they will have badges, clipboards, and if you don’t follow the guidelines, we might put you at the back of the parade with a banner that says – the UN-DO-DAH Parade units.
- ❖ Vehicles and floats must be of good working order and state licensed-approved.
- ❖ We reserve the right to not accept a unit if it is offensive, inappropriate, or poorly reflects the integrity of the parade.
- ❖ Parade officials reserve the right to ensure the safety of participants and viewers and to that regard, officials have the authority to remove a unit from the parade if it poses a threat to the safety or security of others.
- ❖ Incomplete applications will not be considered for final entry acceptance.



## Do-Dah Parade Examples of a Parody



**Parody:** an attempt or imitation that is so poor that it seems ridiculous – but in good taste. Amusing - Imitation - a piece of writing or music that deliberately copies another work in a comic or satirical way. Think “Saturday Night Live” as an example of parodies.



In 2010, there was a rescue of our auto industry. Although the results proved positive for our auto industry, at the time it was a good parody to feature.



Watch out SI's Swim Suit issue, these Razzle



With the new push for EVERYONE to be in costume, here's a sample from a food store who participated in the Do-Dah Parade showing that costumes can be fun and pretty easy to do. It's goofy.



Kalamazoo and Portage Rotary Clubs honored Thell as his biker angels. Scooters were the “bikes” and rotary members wore the “leathers.” It was a spoof from all sides of the equation.



## Do-Dah Parade

### General Parade Information and Guidelines



The Purpose:	The Do-Dah Parade has been in existence since 1984 and was designed to create a zany parade that would provide entertainment through a parody, spoof, or creative expression.
Parade Date:	Saturday, June 6, 2015
Check-in:	The parade begins downtown at the MPI Research Parking Lot on Lovell Street and ends in the same location. Parade units are assigned a specific parade staging location. A representative from the parade unit must check-in with the official by the time stated in the final information packet. The lot opens at 9 a.m. for check-in.
Parade Time:	Parade steps off at 11 am.
Parade Route:	The route includes Lovell Street to Park Street, Park Street to Michigan Avenue, Michigan Avenue to Portage Street, and Portage Street back to Lovell Street. Cars cannot park in the parade staging areas.
Viewing Stand:	There is no Viewing stand. You are performing full-time for the thousands of spectators, beginning to end. Units may not stop to perform; performances must have "momentum."
Noise Restrictions:	Please do not use horns or sirens unless an emergency situation exists. Sound amplifier range must be limited to your entry.
Animal Units:	You are required to have someone cleaning up behind your animal (especially horses) at all times. A fine will be assessed for clean-up expenses. The parking lot can be hot, please make sure that your animals are cared for with water and safety from the hot pavement.
Signage:	ONLY 10% of your unit may promote your organization/business. Signage must be appropriate and complement the parody theme.
Vehicles:	Only vehicles designated on your application will be allowed in the staging area. Band equipment vehicles will be allowed in the staging area, but not on the parade route. ALL UNITS MUST BE DECORATED COMPLETELY and follow the theme/parody.
Floats:	<u>Trailers are not allowed in the MPI Research Parking Lot area</u> (this is a risk management directive). If you have a trailer, please check the float box. Trailers must be state licensed-approved and all safety and precaution measures must be implemented. Approved railings and seating is required for anyone traveling on the float. Floats cannot exceed 12 feet high from the ground.
Distribution:	For the safety of others, <u>no items may be thrown</u> from your parade unit, including candy, souvenirs, and balloons. Literature is not allowed. Items for distribution <u>must</u> be approved. Designated walkers must HAND the items to the spectators.
Disclaimer:	The Do-Dah Parade Committee reserves the right to remove any entry from the parade before and during the parade if the entry is not as stated in the parade application, or is otherwise deemed unsuitable.
Final Note:	Parade units that do not implement the theme (parody) as described on the application will not be allowed entry in future Do-Dah Parades.

Questions can be directed to: Deborah Droppers, Kalamazoo Experiential Learning Center  
210 Farmers Alley, Kalamazoo, MI 49007  
269-388-2830 - [deb@eventkalamazoo.com](mailto:deb@eventkalamazoo.com)  
[www.experientiallearningcenter.org](http://www.experientiallearningcenter.org)





**2015 Do-Dah Parade Application**  
**June 6 in Downtown Kalamazoo**  
**Please make a copy of this application**



☐ Enclosed is a check for \$50 payable to Kalamazoo Experiential Learning Center.

Name of Organization \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Mobile \_\_\_\_\_ E-mail \_\_\_\_\_

Previous Participation \_\_\_\_\_ Years \_\_\_\_\_

**Parade Unit Decorations | Parade Themes | Parody**

☐ Our unit is following a Parody

☐ Our unit will be costumed

Please describe the parody, satire, or spoof and costume in addition to how it will be incorporated in the unit:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Parade Unit Description**

The following information will help to determine placement in the parade line-up. Please note that if there are changes to the information supplied below, it is the responsibility of the organizer to inform parade officials. Units with trailers are considered as floats. Large vehicles and trailers are not allowed in the MPI Research parking lot. Please check all that apply to your entry:

☐ Float    ☐ Vehicle    ☐ Marchers    ☐ Music    ☐ Equestrian    ☐ Other \_\_\_\_\_

Estimated number of members included in unit \_\_\_\_\_ (units may have 100 or less members).

☐ Float Entries:      Actual length of float/flatbed \_\_\_\_\_ by \_\_\_\_\_  
Please describe vehicle carrying the float \_\_\_\_\_

☐ Vehicle Entry:      If more than one vehicle, please describe \_\_\_\_\_  
\_\_\_\_\_ Check here if this is a large vehicle. Size: \_\_\_\_\_

☐ Marchers:      How many marchers are in the unit? \_\_\_\_\_  
Marchers must wear costumes. Describe: \_\_\_\_\_

☐ Music      Please describe the type of music \_\_\_\_\_  
Please be considerate of other units and keep the volume appropriate

Please describe what your entry/float/decorated unit will look like – please attach a copy of your drawing.  
Please let us know if your event unit description changes.

Please write a 25 word announcer copy for your unit to be used for the Public Media Network taping of the parade.

☐

We would like permission to distribute materials; (please explain) \_\_\_\_\_

### Waiver, Release and Indemnity Form

*On behalf of this unit and its participants, our organization, business, association understands that the KALAMAZOO EXPERIENTIAL LEARNING CENTER, and THE CITY OF KALAMAZOO, its officials, agents and employees, and sponsors will not be responsible or liable for any injuries, damages, and/or loss of property as a result of me or any member of my group (parade unit) taking part in the "Do-Dah Parade." Further, our organization, business, association agrees to indemnify MPI Research, Inc. together with its officers, directors, employees, agents and tenants. In addition, I agree to indemnify MPI Research, Inc. from all claims, liability, damage or loss arising from my activities in the staging area of the "Do-Dah Parade." On behalf of this organization, business, association and its members, I have read all the rules associated with the parade and agree to compliance.*

Signed: \_\_\_\_\_ Date \_\_\_\_\_  
(must be 18 or older to sign this form)

Name \_\_\_\_\_ Organization \_\_\_\_\_

Legal Address of Organization \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ E-mail Address \_\_\_\_\_

Application Deadline: May 15, 2015

Applications received after this date will be considered on a space availability status.

Space is limited to the first 70 units to submit entries. | Application fee is \$50, with payment to KELC.

**Submit to:** Kalamazoo Experiential Learning Center | 210 Farmers Alley, Kalamazoo, MI 49007 | Fax: 269-388-3083

#### Parade Confirmation and Notification Procedure:

- Approved applications will receive an email confirmation within 3-4 days of receipt. Please call if you do not received confirmation of receipt within a week of your application submission.
- **IF YOU DO NOT RECEIVE a final confirmation packet by May 26 please call 269-388-2830.**
- Final Confirmation of entry will be e-mailed in May (the week of May 15th) and will include a complete line-up and event day instructions.
- It is the organization's responsibility to communicate the line-up assignment, location, and time to their members.
- The organizer will be our point of contact for the event, adherence to the guidelines, and any corresponding updates.
- The parade line-up will be available on the web at [www.experientiallearningcenter.org](http://www.experientiallearningcenter.org) after May 19.