

# The Do-Dah Parade

June 8, 2024

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



## Overview:

The “Do-Dah Parade” is Saturday, June 8, 2024 at 11 am. The parade is 40 years old and has been a tradition of laughter and a bit of “silliness” as companies and organizations take to the street to make a parody something people can laugh and remember. What is a parody? It’s a spoof or imitating something funny or taking what you do as a business and turning it into something people can laugh about. It is about promoting business and service opportunities.

Do-Dah Parade has been a tradition for 40 years. It started in 1984, when WKMI organizers designed the parade as a way for companies and organizations to provide unique entertainment through a parody and host a parade that wasn’t “stuffy.” The purpose remains the same – create the un-structured, spontaneous, and totally hilarious parade. Each year, participants are challenged to reinvigorate the meaning of “Do-Dah” (a parody based on an ironic and iconic use of a person, place, event or thing).

This is the application for the parade. You can either use this paper application or you can sign up online (preferred) at <https://www.surveymonkey.com/r/DoDahParade>. Please complete the application and send back by May 17. Applications will be accepted after this date, but placement will be at the end of the parade (with Santa).

Here are the parade highlights:

1. Units are designed around the **“Board-Amazoo: Rolling the Dice Of 40 Years”** or a parody. (See following pages for a description of Board-Amazoo)
2. Do-Dah Parade depends on the parade units being entertaining. That means that everyone needs to wear costumes that are either follow the theme, have a parody, or decorated to create a visual appeal on the streets.
3. The parade application fee is \$60 for nonprofits and community groups; and \$75 for for-profits. There are affordable sponsorship opportunities available to provide great exposure for your company including free entries. If you would like to have your company be a sponsor and gain advertising exposure – we would love to send you a proposal, please email [events@experientiallearningcenter.org](mailto:events@experientiallearningcenter.org) or call us at (269)388-2830.
4. Please make sure to complete **all** portions of the application including the waiver statement. Remember, you can conveniently submit this application online (preferred). Confirmations will be sent via email. 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 closer to the event date at [www.dodahkzoo.com](http://www.dodahkzoo.com).

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) have your unit fit the theme of **“Board-Amazoo”**. In the application, you will provide a description which will be used to promote your participation prior to the parade and create human interest stories. Remember, businesses that connect the theme to the costumes make more impactful “WOW” experiences.

- ❖ Entries are arranged in the parade based on their entertainment value. Your entry placement will be determined based on how you theme your unit, how you describe it, and how we believe your ability to implement the plans based on what you have done before. Yes, we remember. The more decorated and themed your unit is, the better the return rate. Vehicles **MUST** be decorated as part of the theme.
- ❖ ALL PARTICIPANTS MUST BE IN COSTUME! This means general street clothes do not qualify as a costume.
- ❖ Each unit needs a parade banner or sign promoting the organization or group to help people to vote.
- ❖ Vehicles and floats must be of good working order and state licensed-approved.
- ❖ Semi-trucks will be placed at the end of the parade lineup – we have received complaints from units that the semi-trucks are scary to walk next to when walking in the street and they completely block little kids walking.
- ❖ We reserve the right to not accept or remove a unit if it is offensive, inappropriate, unsafe, or poorly reflects the integrity of the parade.
- ❖ Incomplete applications after the deadline will be put at the end of the parade due to insufficient information provided and the inability to place in the parade due to incomplete information.
- ❖ Due to the nature of the event and the cost for city services, entry fees cannot be refunded.
- ❖ **You must pay your invoice prior to event day!**

# 2024 Theme Guidelines

Take your pick: 1. Join with the true parody OR 2. Follow this year's theme

The KELC Events, WKFR, and Ibison's Concessions together welcome you to the 2024 Do-Dah Parade.

*If your company would like to be a sponsor, please KELC Events*

*at 269-388-2830 or check out the Do-Dah website: [www.dodahkzoo.com](http://www.dodahkzoo.com)*

*Applications can be completed online at: <https://www.surveymonkey.com/r/DoDahParade>*

*Upon receipt of the application, a confirmation with an invoice for payment will be sent via email.*

***Payments must be completed prior to the event.***

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**“Board-Amazoo: Rolling the Dice Of 40 Years” Theme:** If embracing a parody feels a tad daunting, consider following the 2024 theme through creative planning. The theme for this year is “Board-Amazoo,” and as the name suggests, it centers around board games. This unique theme invites inventive planning centered on our beloved (or perhaps less favored) board games, promising a vibrant and engaging parade.

To fully immerse yourself in this theme, why not embark on a nostalgic journey by playing some classic board games? Revisit the joy of your childhood and relive those moments of family fun. Here are few fun ideas to get you started:

- |                      |                     |                            |
|----------------------|---------------------|----------------------------|
| 1. <b>Monopoly</b>   | 4. <b>Clue</b>      | 7. <b>Trouble</b>          |
| 2. <b>Sorry!</b>     | 5. <b>Operation</b> | 8. <b>The Game of Life</b> |
| 3. <b>Candy Land</b> | 6. <b>Scrabble</b>  | 9. <b>Sequence</b>         |
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**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 comical or satirical way. Think “Saturday Night Live” as an example of parodies. Just watch an episode of Saturday Night Live to get ideas. Seriously!

## Let's Stimulate Creativity

Thanks to the support of the Irving S. Gilmore Foundation and their challenge for creativity and artistic expression for the Do-Dah Parade, a series of Ideation Initiatives will be conducted to coach entry units on creativity, parody development, and the simple tricks of decorating. Watch the Facebook posts, Instagram ideas, and videos on how to make a parade unit engaging. These posts are quick, easy DIY projects that participants can easily imitate and use in their unit. The spirit of Do-Dah is fun and unique; it's all about making good, light-hearted fun of ourselves.

Word of Advice: Call us, we love to brainstorm on themes, decorating, and even event day preparation. We will work to make it easier on you. With the theme being “**Board-Amazoo: Rolling the Dice of 40 Years**”, you can fill your parade unit with large dice, playing cards, giant pawns and much more. Bottom line: have fun with it!



# Do-Dah Parade

## General Parade Information and Guidelines

- The Purpose:** The Do-Dah Parade has been in existence for 40 years, since 1984, and was designed to create a laughable parade that provides entertainment through a parody, spoof, or a theme while promoting local businesses.
- Parade Date:** Saturday, June 8, 2024
- Check-in:** The parade begins downtown at the Bronson Healthcare Group 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 a.m.
- Parade Route:** The route starts at Lovell Street and Jasper, then travels on Lovell to Rose Street, Rose Street to Michigan Avenue, Michigan Avenue to Portage Street, and Portage Street back to Lovell Street. Cars cannot park along the parade staging areas and streets. And there is no parking or viewing on Bronson Park side of Rose St. from Academy St. to South St.
- Viewing Stand:** You are performing the entire time you are on the street – this is why you are in costume. Units may not stop to perform; performances must have “momentum.”
- Noise Restrictions:** Please do not use horns or sirens unless an emergency 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:** Signage must be appropriate and complement the parody theme. Vehicles must be decorated to match the theme.
- Parade 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:** Trailers are not allowed in the Bronson Healthcare Parking Lot area (this is a risk management directive). **If you have a trailer, please check the float box in the application.** 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, **no items may be thrown** from your parade unit, including candy, souvenirs, and balloons. Items for distribution must be approved. Designated walkers should be used to 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:** We all want every unit to be able to promote who they are and what they do. This is community. The entries that are themed, costumed, and really funny will up-stage the units that are not. If you want to be remembered, follow these instructions for a successful entry.

**PLEASE “Like” our Do-Dah Parade Facebook Page**  
**And, make sure that you check out our website at [www.dodahkzoo.com](http://www.dodahkzoo.com)!**

Questions can be directed to: Marissa Munson, Event Director | KELC Events  
1417 S. Burdick St., Kalamazoo, MI 49001  
269-388-2830 – [director@experientiallearningcenter.org](mailto:director@experientiallearningcenter.org)  
[www.dodahkzoo.com](http://www.dodahkzoo.com)

# 2024 Do-Dah Parade Application | June 8

Applications can be submitted online (preferred)

<https://www.surveymonkey.com/r/DoDahParade>



Enclosed is a check for \$\_\_\_\_ payable to KELC Events.

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

We are following the "Board-Amazon" Theme

Please describe the parody or satire OR how you will fit the "Board-Amazon" theme (you don't have to do both):

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

## 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 placed with the floats.

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 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.

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

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

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### 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 Bronson Hospital together with its officers, directors, employees, agents and tenants. In addition, I agree to indemnify Bronson Hospital 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 17, 2023

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

Application fee is \$60 for non-profits and community groups; and \$75 for for-profits, with payment to KELC Events

Applications submitted after May 17 may be pushed to the end of the parade (with Santa).

**Submit to:** Kalamazoo Experiential Learning Center | 1417 S. Burdick St., Kalamazoo, MI 49001 | Fax: 269-388-3083

**Parade Confirmation and Notification Procedure:**

- Approved applications will receive an email confirmation along with an invoice within 3-4 days of receipt. Please call if you do not receive confirmation of receipt within a week of your application submission.
- **IF YOU DO NOT RECEIVE a final confirmation packet by May 27 please call 269-388-2830.**
- Final Confirmation of entry will be e-mailed by May 22 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 name listed on the application (organizer) will be our point of contact for the event.
- The parade line-up will be available on the web at [www.dodahkzoo.com](http://www.dodahkzoo.com) closer to the event date.