

UW Madison Homecoming Parade Rules and General Information

History

Show your Badger Spirit and join in the tradition of the Homecoming Parade! The Homecoming Parade began in 1913 as the UW Marching Band and alumni marched down State Street to the alumni bonfire. The parade is as beloved a tradition as any at this university, and it's a great way to get ready for Saturday's big game!

Location

Staging on Langdon St & Wisconsin Ave

Parade progresses down W. Gilman St to State St and departs the route via Lake St

Date and Time

Friday, October 25, 2024

Parade check in begins at 3:30 PM & Closes at 5:00 PM; All groups must be staged and ready to go by 5:30pm

Parade begins at 6:00 PM

Parade Participation Rules *****

Rules apply to all Registered Student Organizations, Departments, and Community Partners/Businesses.

1. Marshal: Each parade entry must appoint a student/staff representative to be their organization's Marshal.

A Marshal must have the following qualifications:

- If your group is an RSO or a UW Madison department, your marshal must be a student or staff person at the University of Wisconsin.
- If your group is a local business or organization, your marshal must be either an employee of your business or a member of your organization.
- Must be a member of the organization requesting entry for the parade.
- For an RSO: Must currently be registered as a leader on the Wisconsin Involvement Network (WIN) website of the organization applying for entry.
- Must be 18 years or older.

- The ideal marshal will demonstrate high leadership abilities and moral standards to ensure the safety of the participants affiliated with their organization and other participating organizations.

A Marshal is responsible for:

- Being the primary liaison between their group and the UW Madison Homecoming Parade Committee and Police representatives.
- Attending one mandatory information session held by the UW Madison Homecoming Parade Committee and communicating all rules and regulations covered in the meeting to participating members.
- Ensuring all of your members agree to and follow the stated rules and regulations set by the UW Madison Homecoming Parade Committee.
- Emphasizing conduct and safety of their organization's members before, during, and after all parade activities.
- Having a cellular device on them at all times throughout the parade activities (4:00-8:00pm) for communication purposes.
- Being present at the entry's designated staging area throughout the staging process.
- Ensuring that all members of your group who are present at any time on the parade route on the day of the parade, have signed a liability waiver which you have submitted to the parade planners.

2. Informational Session

- This session is mandatory for the Marshal.
- Parade regulations will be explained at this meeting and all information is expected to reach all participants through the use of the organization's Marshal.
- The following materials will be distributed at the mandatory information session and must be submitted one week after attendance. Email to ljegan2@wisc.edu; Hard copies can be dropped off to: Lori Egan, Memorial Union, room 5231
 - Entry roster
 - Driver application
 - Sobriety agreement signed by all participants
- **Note:** This informational session is for the parade event only. If organizations are competing in other Homecoming events throughout the week, they must also attend informational meetings held by the Homecoming Committee for those events.

3. Check in, Staging and Review Process

- No more than fifty parade entries will be accepted for this year's parade. The UW Madison Homecoming Parade Committee will have ultimate discretion when approving parade entries.
- After submitting the necessary materials for your organization, the Parade Committee will contact your organization informing you of your group's status and confirming the Marshal meeting time.
- All floats will stage on the South side of Langdon Street facing Wisconsin Avenue (east). The right lane must remain unobstructed at all times. This is extremely important for emergency vehicles to have complete access.
- The staging process will take place between 3:30-5:30pm. All entries check in by 5pm and must be ready and staged with all participants present by 5:30pm. Any entries not checked in by 5:00pm will be dismissed from participating in the parade.
- Each Marshal will formally check-in with the Homecoming Parade Committee and UW Police Department by 5pm at the latest. It is recommended that groups check in as early as possible during the 3:30pm - 5pm window. At the time of check in, each group will:
 - Receive their staging location along the parade route.
 - Confirm their group's liability waivers and behavioral agreements have been submitted.
 - Collect wristbands for their group members present at the parade.
 - UW Madison Homecoming Parade Committee and UW Police Department must approve floats based on the standards highlighted in the section below.
- Informal staging line checks will occur throughout the entire pre-parade time (3:30-6:00pm). There must be at least two representatives for each entry (one of whom must be the Marshal), present at the staging number throughout the process.
- There will be a final review and approval of all entries at the corner of Wisconsin Avenue and Gilman Street before beginning the parade.
 - If any of the above aspects do not remain constant at this point, entries will be dismissed from participating in the parade.
- The use of alcohol and drugs is prohibited throughout the staging process and all parade activities.

4. Entry Standards

Note: If your organization is planning on having a float in the parade, you MUST follow the regulations specified for floats located below.

- Floats must not exceed 12' in height and 14' in width (total combined length of float and vehicle pulling the float must not exceed 60').
- All vehicles participating in the parade must be street legal.

- All vehicles must leave the fire lane (South/West bound side of Langdon) open during staging.
- The **maximum number** of participants allowed to accompany a traditional float or street vehicle is 20.
- If entry does not have a float or street vehicle, there is no limit to how many participants can walk.
- In order for participants to ride on a float, a steady handhold that is readily available must be present and approved by Police Representatives during the staging and review process.
 - If a float is approved, a **maximum** of 5 participants will be allowed to ride on the float.
 - If a handhold is deemed unacceptable, the float may still be in the parade, but without participants.
- Participants are not allowed to jump on or off of the float at any point during the parade.
- The float must be clearly labeled with the organization it is representing.
 - Please spell out the entirety of your organization – not just acronyms.
 - Greek chapters, please spell out your Greek letters

5. Route

The parade will begin at the corner of Wisconsin Avenue and Langdon Street. The route will proceed down Wisconsin Avenue to Gilman Street; floats will turn right onto State Street. The route ends at the corner of State and Lake.

6. Exiting the Parade

Representatives of the University of Wisconsin Parade Homecoming Committee will be present at the end of the parade to instruct safe exit and deconstruction.

- Garbage receptacles will be provided for your convenience. Groups are required to have participants remain for take-down.
- Entries will disperse by turning right on Langdon Street, they will be instructed by Homecoming Parade Committee Representatives.
- Entries must be considerate of the surrounding community during take-down, including shutting off all music.

7. Judging/Points

- For 2022: No judging will be taking place for this year.

8. Behavioral Expectations

- The use of drugs and/or alcoholic beverages is prohibited anywhere in the parade staging area and along the parade route. Violations may result in the entry's dismissal from the parade and/or additional disciplinary procedures if deemed necessary.
- Offensive music broadcast from your unit is prohibited. There are many families attending this parade, so be respectful.
- Units that have offensive writing, skits, or performances, including vulgarities, will be asked not to participate.
- Costumes/floats/signage that are considered disruptive and/or offensive are not allowed.
- Units that promote alcohol, tobacco, or drugs, are prohibited. This includes any units with beer product logos, alcoholic beverage distributor logos, or tobacco companies on them. Any such logos must be removed or covered.
- Only walkers accompanying the float are allowed to hand out candy. Candy must be commercially sold, individually wrapped items. No specialty candy (e.g. candy shaped like cigarettes or beer cans) is allowed.
- Throwing objects (including candy) is prohibited.
- The release of balloons from any entry is not allowed.
- All local and state traffic rules must be obeyed, especially en route to and from the parade and staging area.

IMPORTANT: All organizations that violate any of the rules specified here will be held accountable. Registered Student Organization status may be jeopardized if offenses violate the Student Organization Code of Conduct <https://policy.wisc.edu/library/UW-2002>

HOMECOMING PARADE ENTRY POLICY

Homecoming is an opportunity for celebrating the past, present and future of UW-Madison. We provide an opportunity for alumni, faculty, staff, students, and the community to join together in celebration of UW Spirit.

Because the Homecoming Parade attracts a large number of children and college students, the Homecoming Parade Committee has developed the **following guidelines and rules:**

1. Entries that promote alcohol, tobacco, or drugs are PROHIBITED. This includes any units with beer product logos or alcoholic beverage distributor logos on them. Any such logos must be removed or covered.
2. Offensive music and profanity broadcast from your entry is prohibited. There are many families attending this parade, so be respectful.
3. Units that have offensive writing, including vulgarities, will not be able to participate in the parade.
4. Costumes or floats, etc. that reinforce harmful stereotypes around race, gender, religion, ability, culture, mental health, or illicit content will not be allowed.
5. In order to maintain a safe environment for children in attendance who often drift into the street to retrieve candy, throwing any objects or materials, especially candy, from the float is prohibited. Items can be handed directly to individuals in the parade crowd.
6. Candy may be distributed from parade entries, but it must be commercially sold and individually wrapped. No specialty candy (e.g., candy shaped like cigarettes or beer cans) or candy/bakery made from home. Candy must be handed out, absolutely no throwing of the candy.
7. Consumption of alcoholic beverages is PROHIBITED anywhere in the parade staging area or along the parade route. If a parade participant is inebriated or under the influence of alcohol or drugs at any point during staging or the parade, they will not be able to participate.
8. Failure to comply with the Parade Policy may result in, but not be limited to, elimination from the Parade and Homecoming Competition.
9. Each entry must check-in by 5pm and all members staged by 5:30 or they will be disqualified.
10. Please refer to the rules packet guidelines distributed by the UW Homecoming Committee for a more in-depth explanation of all specific regulations for participation in the parade.