



January 2010

Dear Float Sponsor:

The Pro Football Hall of Fame Festival would like to invite your company/organization to submit an application for entering a float in the 2010 Pro Football Hall of Fame Enshrinement Festival Timken Grand Parade to be held on Saturday, August 7, 2010, beginning at 8:00 a.m.

The Timken Grand Parade has been a tradition since 1963 when 40,000 spectators attended the first parade. Since then, it has grown to enormous proportions and achieved tremendous popularity, with a crowd of 220,000 lining the 2.2 mile parade route each year and millions more viewing it via the television broadcast.

The Pro Football Hall of Fame Enshrinement Festival Timken Grand Parade is one of the largest in the nation and the American Bus Association has voted the Festival one of the top 100 attractions in North America. The parade typically features approximately 125 entries, including spectacular floats, marching bands, helium balloons, clowns and costume characters, unique specialty units, returning Hall of Famers, and the current class of Enshrinees and their presenters.

This is a tremendous marketing opportunity for your company. As a float sponsor, you will have the opportunity to provide information about your company to be read during the televised broadcast. You will also benefit from the enthusiasm and excitement of all the spectators along the parade route.

Please review the enclosed copy of the Float Manual and float application. If you need any additional information or have questions, please call Bernie Bresson, float committee liaison at 330-704-3449 (cell).

We are looking forward to welcoming your company's participation in this year's parade!

Sincerely,

Eric Stasiowski, Chairman  
Pro Football Hall of Fame Festival  
Timken Grand Parade

Enclosure

2010

PRO FOOTBALL HALL OF FAME  
ENSHRINEMENT FESTIVAL



TIMKEN GRAND PARADE

FLOAT APPLICATION

## APPLICATION INSTRUCTIONS

Thank you for your consideration in submitting an application for participation in the 2010 Pro Football Hall of Fame Enshrinement Festival Timken Grand Parade.

After carefully completing the application for acceptance into the 2010 Pro Football Hall of Fame Enshrinement Festival Timken Grand Parade, please return the following:

- Completed application form.
- Entry fee of \$625 made payable to the Canton Regional Chamber of Commerce.
- Float sketch (floats only, colored is preferred).

### RETURN COMPLETE APPLICATION TO:

Karen Khourey  
222 Market Avenue North  
Canton, Ohio 44702

OR

Email: [karenk@cantonchamber.org](mailto:karenk@cantonchamber.org)  
Fax: 330-456-0123

If you have questions, please refer to phone numbers below.

Parade Chairman: Eric Stasiowski  
440-297-8404 W  
440-591-3767 C  
[eric.stasiowski@akzonobel.com](mailto:eric.stasiowski@akzonobel.com)

Parade Vice-Chairman: John Fehrenbach  
330-454-7454 W  
330-705-5120 C  
[john@directmarketingandresearch.com](mailto:john@directmarketingandresearch.com)

Float Coordinator: Bernie Bresson  
330-875-2362 H  
330-704-3449 C  
[imm6bres@aol.com](mailto:imm6bres@aol.com)

Event Manager: Chris Gump  
330-458-2054 W  
330-265-4398 C  
[chrisg@cantonchamber.org](mailto:chrisg@cantonchamber.org)

**2010 PRO FOOTBALL HALL OF FAME ENSHRINEMENT FESTIVAL  
TIMKEN GRAND PARADE FLOAT APPLICATION**

Organization or Business submitting application (*as it will appear in print and TV broadcast*): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Web site: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Cell: (\_\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

**A float entry fee of \$625 must be submitted with this application and is non refundable.** It is the responsibility of the **float sponsor** to ensure that the float sketch is submitted on time; this may require dialog with the float builder. As soon as the sketch is received at the Enshrinement Festival Office, it will be dated, and reviewed by the Enshrinement Festival Director. The float sponsor will then be notified if the sketch is accepted as submitted. If there are duplications or significant similarities, the dates the competing sketches were received will be the deciding factor on a first-come basis. Therefore, it is important to submit your sketch, along with the entry fee, as early as possible. (In case of duplications, the Enshrinement Festival Director will contact the sponsor and attempt to work out an alternate option.)

## FLOAT INFORMATION

The following information should be completed by the float builder and submitted with the rest of the application.

Builder's Name: \_\_\_\_\_

Builder's Phone: (\_\_\_\_\_) \_\_\_\_\_ Builder's E-Mail: \_\_\_\_\_

Where float was constructed: \_\_\_\_\_

### FLOAT SPECIFICATIONS

Height: \_\_\_\_\_ Length: \_\_\_\_\_ Width: \_\_\_\_\_

Colors: \_\_\_\_\_

Flowers and/or other natural coverings: \_\_\_\_\_  
Type & Quality, Live or Artificial

Animation Type:    Power    Manual Operation (concealed)    None

Will float include sound?    Yes    No      Separate Unit?    Yes    No

Describe sound system? \_\_\_\_\_

Number of Riders: \_\_\_\_\_ **(Please refer to float manual for restrictions)**

Number of Out-Riders (Walkers): \_\_\_\_\_ **(Please refer to float manual for restrictions)**

Celebrities on Float: \_\_\_\_\_

Does the float have a theme, if so please  
explain: \_\_\_\_\_

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

## PUBLICITY/TELEVISION INFORMATION

**Television Coverage** - While the Timken Grand Parade is televised, time and sponsorship commitments do not allow for all units to be featured on the broadcast. However, we can assure you that all units will be warmly received by nearly 200,000 spectators along the route who will recognize the hard work and dedication behind each participating unit.

Submission of an application does not guarantee acceptance for participation, and participation does not guarantee television exposure. However, in order to be prepared for all possibilities, scripting will be prepared for each unit. Therefore, it is essential that you provide the following information.

In less than 75 words please provide a detailed summary of your units description, performance history, noteworthy details about your band and any other information you feel is necessary to be considered as a participant in the 2010 Pro Football Hall of Fame Enshrinement Festival Timken Grand Parade should you be accepted, this information will be used for your bands portion of the television script.

### Scripting Information

## STAGING & DEMARSHALING INFORMATION

To ensure the success the Pro Football Hall of Fame Enshrinement Festival Timken Grand Parade to be a total success, it is important that the staging (beginning) and demarshaling (ending) logistics are coordinated in advance.

Your float will be staged on Cleveland Avenue parade morning. Float participants will be shuttled from Malone University to the staging area of parade and at the end of parade they will walk to their vehicles. To properly plan these two critical areas, please complete the information requested below. ***Please return this form with your application. If your unit is accepted, complete instructions, maps and passes will be sent to you at a later date.***

Sponsor/Organization Name: \_\_\_\_\_

Total number of people that will be riding or walking with float: \_\_\_\_\_

Number of auxiliary vehicles you will have (not including the parade unit):

\_\_\_\_\_ Cars

\_\_\_\_\_ Buses

\_\_\_\_\_ Pickup Trucks

\_\_\_\_\_ Box/Utility Truck

\_\_\_\_\_ Vans (full size or cargo)

\_\_\_\_\_ Semi-Truck/Trailers

\_\_\_\_\_ Other - Please Specify: \_\_\_\_\_

Do you have special handling needs?  Yes  No

If yes, please explain: \_\_\_\_\_

Do you have special height or width requirements?  Yes  No

If yes, please explain: \_\_\_\_\_

**LIABILITY RELEASE**

The applicant, acting as the responsible party for the applicant(s), understands that the Canton Regional Chamber of Commerce, Pro Football Hall of Fame Enshrinement Festival, Pro Football Hall of Fame Museum, City of Canton, sponsors, volunteers, employees, officers, trustees, agents and/or members will not be responsible for any injuries, accidents, or damage resulting from the applicants' participation in the Timken Grand Parade. Applicant further releases the previously stated from any and all liability. The Timken Grand Parade Committee reserves the right to reject any application.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**CONCURRENCE**

*We agree to abide by the usual and customary rules and guidelines associated with the Pro Football Hall of Fame Enshrinement Festival Timken Grand Parade, including, but not limited to the following:*

- Commercial and/or any other form of advertising is prohibited without prior approval of the Enshrinement Festival Committee and prior payment of an advertiser's fee of \$900. Any violation of this rule will result in the unit being removed from the parade line-up.
- All units must adhere to the Festival's "Policy On Politics" which states, "all political signs, brochures or any other political materials at any Hall of Fame Enshrinement Festival events are prohibited." This means that political messages cannot be transmitted via signs, handouts, clothing, or any other means.
- We grant full permission to the Pro Football Hall of Fame Enshrinement Festival, and/or agents authorized by them, to use any photograph, video tapes, motion pictures, or other recode of the event for any reasonable purpose.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_