



# SPECIALTY UNIT HANDBOOK

**2013 McDonald's®**

## Thanksgiving Parade

**Chicago Festival Association**  
**1507 E. 53rd Street #102**  
**Chicago, IL 60615**

**P. 312-239-0467**

**F. 866-397-4037**

**[www.chicagofestivals.org](http://www.chicagofestivals.org)**





October 1, 2013

Dear Parade Participant,

It's that time of the year again; time to show the City of Chicago and millions watching around the world exactly why you were chosen to perform at the 2013 McDonald's Thanksgiving Parade. In its 80<sup>th</sup> year, this year's parade is sure to be the best one yet!

The live television broadcast will be from 8:00 a.m. to 11:00 a.m. CST Thanksgiving morning, Thursday, November 22<sup>nd</sup>. In the Chicago area, you will be able to watch the parade on WGN 9 Chicago. Outside the Chicago area, viewers can tune into WGN America to watch you shine on Thanksgiving morning. Check your local listing for channel numbers.

We are pleased to announce the availability of an Individual Parade Sponsorship for the general public. The sponsorship comes with one general admission to the VIP Experience section of the Parade, a light continental breakfast, and a special digital version of the Parade program booklet. A limited number of these sponsorships are on sale now for \$53.50. You can become a VIP online at [www.chicagofestivals.org](http://www.chicagofestivals.org). Let friends and family know they can watch you perform from the best seats in the house.

Do you want to get your organization's name, logo and brand out in front of our dedicated volunteers and VIP guests? We need fun donations to fill up their volunteer thank you bag. Whether its gift cards, pens, pencils, notepads, samples or coupons or anything else you can think of, your donation will be greatly appreciated! Donations are accepted in quantities of 2,500. If you have a bigger item that you would like to donate, please do so! We can use it for our Volunteer Raffle at our Thank You Party. Please refer to the enclosed form for more information or to make a donation.

Thanksgiving is a time to celebrate with family and friends which is one of the reasons we have our volunteer program. This allows you all to be a part of *Chicago's Grand Holiday Tradition*. With that said, we need over 1,300 volunteers parade morning to do various jobs such as guiding a giant helium balloon down State Street, directing units through the parade route or for those of you who support the GO GREEN movement, we have a an eco-green team that allows you to help keep the streets of Chicago sparkling. If you know anyone who may be interested, please direct them to our website at [www.chicagofestivals.org](http://www.chicagofestivals.org) or have them contact our volunteer coordinator Tillman-Curtis Liggins by phone at 312-239-0457 or via email at [tillman-curtis@chicagofestivals.org](mailto:tillman-curtis@chicagofestivals.org).

**Chicago Festival Association**

1507 East 53<sup>rd</sup> Street #102, Chicago, IL 60615 Fax (866)397-4037 [www.chicagofestivals.org](http://www.chicagofestivals.org)

Enclosed you will find several documents to make your participation easier and more enjoyable.

- General Parade Information
- Parade Participation Guidelines
- Parade Day Information
- Sample Insurance Form
- Parade Route Map
- Staging Map
- Disband Map
- Route to Disband Map for Specialty
- Individual Sponsorship Information
- Gift Bag/Raffle Donation form
- Volunteer Position Descriptions
- Volunteer Application
- Chicago Points of Interest

Specific parade day information, such as your unit number, reporting time, and specific reporting location will be made available to you mid-November.

Please take a moment to look through the documents. If you have any questions or comments, please do not hesitate to contact Meg Babuskow. Meg can be reached at (312) 239-0467 or via email at [meg@chicagofestivals.org](mailto:meg@chicagofestivals.org)

I look forward to seeing you on Thanksgiving!

Sincerely,



Philip K. Purevich  
Executive Director

**Chicago Festival Association**

1507 East 53<sup>rd</sup> Street #102, Chicago, IL 60615 Fax (866)397-4037 [www.chicagofestivals.org](http://www.chicagofestivals.org)



McDonald's® Thanksgiving Parade- General Information  
[www.chicagofestivals.org](http://www.chicagofestivals.org)

<b>Date</b>	Thursday, November 28 <sup>th</sup> , 2013 — Thanksgiving Day				
<b>Time</b>	8:00 a.m. to 11:00 a.m.				
<b>Place</b>	State Street—from Congress to Randolph				
<b>Broadcast</b>	Live national broadcast on <b>WGN America</b> , available in approximately 75 million households		8:00 a.m. to 11:00 a.m. CST		
	Live local broadcast, in high definition, on <b>WGN 9 Chicago</b>		8:00 a.m. to 11:00 a.m. CST		
<b>Units</b>	Giant helium balloons, fabulous floats, award-winning marching bands, talented equestrian units, unique performance groups, local and national celebrities				
<b>Viewers</b>	3.5 million				
<b>On-Street</b>	400,000				
<b>Weather</b>	Average high – 42; Average low – 29; Late November in Chicago can bring a variety of temperatures and conditions. You should be prepared for all weather conditions. The show will go on regardless of the weather.				
<b>Directions</b>	<p><b>From the Northwest</b>, take I-90 or I-94 East (Kennedy/Edens Expressway) exit at Ohio Street. Turn right on State Street.</p> <p><b>From the East</b>, take the Chicago Skyway to the local traffic lanes of I-94 West (Dan Ryan Expressway). Exit onto I-55 (Stevenson Expressway) and follow the signs to Lake Shore Drive north. Turn left on Balbo to State Street.</p> <p><b>From the West</b>, take I-290 East (Eisenhower Expressway) downtown; to Congress Parkway and State Street.</p> <p><b>From the South</b>, take I-55 (Stevenson) and follow signs to Lake Shore Drive north. Turn left on Balbo to State Street.</p>				
<b>By Public Transportation</b>	<p><b>Metra</b> operates 12 commuter rail lines into downtown Chicago from the surrounding six counties. Call <b>312-322-6777</b> for information. The Sunday schedule will be in effect on Thanksgiving. Also, check online at <a href="http://www.metrarail.com">www.metrarail.com</a>.</p> <p><b>Amtrak</b> has 50 trains that arrive or depart Chicago daily. Only a 20 minute walk from the parade route, Union Station’s address is <b>225 S. Canal Street</b>, between Jackson and Adams. Call <b>800-USA-RAIL</b> for purchasing tickets or for Chicagoland travel information call <b>312-836-7000</b>. Check online at <a href="http://www.amtrak.com">www.amtrak.com</a>.</p> <p>The <b>Chicago Transit Authority (CTA)</b> offers convenient bus and train lines to the parade route. For El passengers, the <b>Pink, Brown, Orange, and Purple Line</b> will drop off passengers at the <b>State/Van Buren</b> stop right by the library. The <b>Red</b> line will drop passengers off at <b>Jackson and State</b> and the <b>Blue</b> line will drop passengers off at <b>Dearborn and Jackson</b>. For route, fare and schedule information, call 888-968-7282. CTA also offers 153 bus routes. Check online at <a href="http://www.transitchicago.com">www.transitchicago.com</a> for more information. CTA offers service from both O’Hare and Midway airports.</p>				
<b>By Air</b>	<p><b>Midway Airport</b> serves thousands of travelers each day. Call <b>773-838-0600</b> or check online at <a href="http://www.flychicago.com">www.flychicago.com</a> for more information. <b>O’Hare International Airport</b> also serves travelers flying to Chicago. Call <b>773-686-2200</b> or go online at <a href="http://www.flychicago.com">www.flychicago.com</a> for information.</p>				
<b>Lodging</b>	<p><b>Sheraton Chicago Hotel &amp; Towers</b> is the official hotel of the McDonald’s® Thanksgiving Parade. For reservations please call Hilary Rosenthal at the Sheraton Chicago. She can be contacted at <b>312-329-7031</b> or by email at <a href="mailto:hilaryv.rosenthal@starwoodhotels.com">hilaryv.rosenthal@starwoodhotels.com</a>.</p>				
<b>Parking</b>	<b>InterPark</b>	20 East Randolph <b>312-986-6863</b>	17 East Adams <b>312-554-0112</b>	203 North LaSalle (Entrance also on Clark) <b>312-750-0868</b>	181 North Dearborn (Theatre District) <b>312-368-9090</b>
<b>Restrooms</b>	Portable facilities are located throughout route. Handicap accessible facilities are available in staging area and along route.				
<b>Viewing area For Persons With Disabilities</b>	The McDonald’s® Thanksgiving Parade is accessible for persons with disabilities. Spectators with special needs can view the parade from the SE corner of State Street and Jackson Street in the designated viewing area for persons with disabilities.				



# 2012 McDonald's Thanksgiving Parade Specialty Unit Guidelines

1. The application served as a waiver of release for you organization. Since you filled out and signed the application, you thus signed the waiver and agreed to the terms therein.
2. All accepted organizations must provide a certificate of insurance naming the Chicago Festival Association as additional insured with your organization. Your organization assumes responsibility for your participants. Certificates are due to the CFA by **October 31<sup>st</sup>**.
3. All accepted specialty units in need of lodging **WILL BE REQUIRED** to stay at the parade's official hotel, the Sheraton Chicago Hotel & Towers at 301 East North Water Street. For reservations, please call Jason Vossen at the Sheraton Chicago. He can be contacted at 312-329-5802 or by email at [jason.vossen@starwoodhotels.com](mailto:jason.vossen@starwoodhotels.com).
4. Parade units must portray a holiday, children's or whimsical theme.
5. All participants **MUST** be in appropriately themed costumes, outfits or uniforms. This includes all parade unit escorts or chaperones.
6. No 3<sup>rd</sup> party sponsor logos, signs, or banners will be permitted. All such materials will be confiscated from your unit prior to the parade.
7. Parade participants are not allowed to distribute candy, pamphlets or other materials along the parade route. Prior approval may be given by CFA for distribution along sidewalks (outside of parade barricades) to spectators.
8. Only one adult escort/chaperone is allowed to march with each unit.
9. Baby strollers and children's wagons are not allowed in the line of march with units.
10. No vehicles are allowed on the parade route with participating units unless approved by CFA.
11. All animals must be approved by CFA. City, state and federal ordinances and/or laws apply to all participating animals.
12. Parade participants must stay in their assigned staging location unless otherwise instructed by a parade official. Failure to do so will result in your unit being pulled from the parade.
13. Parade participants must keep pace with the line of march. All units must maintain forward motion during the parade. No counter marching or other maneuver contrary to forward progress of the parade is allowed. Gaps are not allowed to occur at any time.
14. Parade units are NOT to stop in the television zone unless otherwise directed. Keep forward motion at all times.
15. Parade units must follow instructions from parade/block marshals and Chicago Festival Association staff.
16. Alcoholic beverages and other controlled substances are forbidden on and along the parade route. These include all staging and disband areas. Participants consuming said substances prior to or during the parade will not be allowed to participate and will be removed from the line of march.

17. Use of any political sign, social or political material, or improper use of the American flag is not permitted. “Proper” use of the flag is based up U.S. flag policy set forth in the *U.S. Code*. A copy of the *U.S. Code* may be obtained from CFA.
18. Any additions or changes made to parade units after being accepted must be approved by CFA. Parade units with changes that have not been approved will not be allowed in the line of march.
19. The parade staff reserves the right to remove any unit from the line of march for any reason or cause without advance notice.
20. All performers should be prepared to stop and perform during commercial breaks. While some commercial breaks will be longer, you should not plan to perform for more than ninety (90) seconds at each stop. Anticipate at least three stops for commercials while on the parade route.
21. All parade units in need of pre-recorded sound must contact John Orzel at Creative Soundz Inc. to rent a parade approved push cart. Mr. Orzel can be reached at 847-299-5522 or via email at [john@creativesoundz.com](mailto:john@creativesoundz.com).

# Day of Event Information

**STAGING LOCATION:** Your unit will be staged at one of the following locations:

West Harrison between State and Dearborn  
Plymouth between Polk and Congress

**DISBAND LOCATION:** West Lake Street between State and LaSalle

**BALLOON COORDINATOR:** Chelsea Matsumonji

## GENERAL INFORMATION:

- The parade will be broadcast live in high definition, on WGN 9 Chicago and nationally on **WGN America beginning 8:00 a.m. CST.**
- If you have any questions regarding your participation please contact Meg Babuskow .  
Unit Coordinator     Meg Babuskow   (312) 239-0467     meg@chicagofestivals.org

## CHECK-IN:

- You will be required to check-in with the specialty unit staff in the parking lot at the **southwest corner of Plymouth and Harrison.** Access to this area is off of Harrison from the west. Look for the sign that says “specialty unit/honored guest.”
- It is important that you check-in at this location at your designated check-in time. This will ensure that we know you are at the parade site and ready to participate. Last minute instructions or changes will be given to you at this time.
- Once you have checked-in, please proceed directly to your specific staging location. Maps will be available at the check-in area. Do not leave the staging area once you are there.
- If you need to leave, it is your responsibility to let parade personnel know your whereabouts.

## UNIT DROP-OFF:

- **There is no parking in the staging area.** Vehicle Access Passes will be issued to you prior to the parade to help you through police barricades. Look for these passes the first week of November. **You must have a driver stay with your vehicle at all times;** otherwise you risk being towed by the City of Chicago.
- Once you arrive at your staging location, staging personnel will direct you where to stop and unload your participants and equipment.

- Once you have unloaded, please proceed to the disband area via the route described on the attached map. You will be met by disband personnel who will direct you where to stage your vehicles. **Again, a driver MUST stay with your vehicle at all times.**

### **PARADE VEHICLES:**

- All vehicles in the parade must have prior approval of the Chicago Festival Association. All unauthorized vehicles will be directed to leave the parade route.
- All vehicles must be licensed and carry up-to-date insurance.
- Any vehicle in the parade must fill out and return the attached City of Chicago Vehicle Information form. These forms are due to the Chicago Festival Association by November 16<sup>th</sup>. You are also required to bring this form filled out with you to the parade.
- Support vehicles will not be allowed to follow your unit in the parade. They will be instructed to the disband area to meet you after the parade.

### **MUSIC:**

- If your unit has music, it must be pre-approved by the Chicago Festival Association prior to the parade. All unauthorized music will be confiscated and returned to you after the parade.
- All parade units in need of pre-recorded sound must contact John Orzel at Creative Soundz Inc. to arrange for a push cart rental. This cart must be integrated as a part of your unit. Mr. Orzel can be reached at 947-299-5522 or via email at [john@creativesoundz.com](mailto:john@creativesoundz.com).

### **BANNERS/SIGNAGE:**

- No 3<sup>rd</sup> party sponsor logos, signs, or banners will be allowed. All such materials will be confiscated from your unit prior to the parade and returned after you have finished the parade.
- All banners and signs must be pre-approved by Chicago Festival Association.

### **PARTICIPANTS:**

- All members of your unit must come dressed and ready to march in the parade. Dressing facilities are not available on-site.
- All participants must have the pre-approval of the Chicago Festival Association.
- In case of emergency during the parade, it is your responsibility to dial 911 on your mobile phone. It is also strongly requested that you then notify a block marshal of any problem.



### **STAGING:**

- While in staging, your unit name and number will be called over our PA system when it is time to move from staging to integration. There will be parade personnel that will also let you know when it is time to move to the parade route. **Please pay attention to these people at all times.**
- Please keep your group together in the staging area at all times. There may be changes and your unit may enter the parade prior to its schedule time.
- Parade participants must stay in their assigned staging location unless otherwise instructed by a parade official. Failure to do so will result in your unit being pulled from the parade.
- While in staging, please stay close to the unit in front of you. Once you reach Congress, parade staff will space you properly.

### **PARADE ROUTE:**

- Once on the parade route, your forward motion should remain constant with no stopping unless the parade itself stops. If the parade does stop along the route, remember that you are the entertainment for the people on the street.
- Parade personnel are stationed at every block along the route. They are there to ensure that there is proper timing and spacing. Please pay attention to any directions they may give your unit.
- We achieve accurate timing by controlling the distance between the units in the parade. Therefore, it is essential that you begin to march immediately when the unit ahead of you starts and maintain our specified space requirement of 25 feet between you and the unit ahead of you.

### **TELEVISION:**

- The television zone will be located on State Street between Washington and Randolph, in front of the Macy's building.
- Be aware that the parade may stop for commercials either just prior to the TV Zone or elsewhere along the parade route.
- If your unit stops prior to the TV Zone or elsewhere along the parade route, remember that you are the entertainment for the spectators on the street. Please continue to perform.
- Always maintain forward motion in the TV Zone unless directed otherwise by a stage manager. **DO NOT STOP to perform!** Failure to continue forward motion in the TV Zone will result in exclusion of your unit from all future parades.
- While we attempt to provide all units adequate television coverage, the Chicago Festival Association does not guarantee this for any unit.

**DISBAND:**

- Once you clear the TV Zone, you are at the end of the parade. Please proceed forward down State and turn left on Lake Street. Disband personnel will be on hand to direct you.
- Specialty units will disband on Lake Street between State and LaSalle.
- While in the disband area, please move to the curb lanes to allow other units to pass, if necessary.



# CERTIFICATE OF LIABILITY INSURANCE

OP ID: FZ

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME:	
	PHONE (A/C, No, Ext):	FAX (A/C, No):
INSURED	E-MAIL ADDRESS:	
	PRODUCER CUSTOMER ID #	
	INSURER(S) AFFORDING COVERAGE	
	NAIC #	
	INSURER A:	
	INSURER B:	
INSURER C:		
INSURER D:		
INSURER E:		
INSURER F:		

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> GENERAL LIABILITY				EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY				DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR				MED EXP (Any one person) \$ 5,000
					PERSONAL & ADV INJURY \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER				GENERAL AGGREGATE \$ 2,000,000
	<input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC				PRODUCTS - COMP/OP AGG \$ 2,000,000
A	<input type="checkbox"/> AUTOMOBILE LIABILITY				COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
	<input type="checkbox"/> ANY AUTO				BODILY INJURY (Per person) \$
	<input checked="" type="checkbox"/> ALL OWNED AUTOS				BODILY INJURY (Per accident) \$
	<input type="checkbox"/> SCHEDULED AUTOS				PROPERTY DAMAGE \$
	<input checked="" type="checkbox"/> HIRED AUTOS				
	<input checked="" type="checkbox"/> NON-OWNED AUTOS				
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR				EACH OCCURRENCE \$ 5,000,000
	<input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE				AGGREGATE \$ 5,000,000
	<input type="checkbox"/> DEDUCTIBLE				
	<input checked="" type="checkbox"/> RETENTION \$ 10000				
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY				WC STATUTORY LIMITS OTHER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/> Y/N	N/A		E.L. EACH ACCIDENT \$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below				E.L. DISEASE - EA EMPLOYEE \$ 1,000,000
					E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

RE: McDonald's Thanksgiving Parade, Chicago Festival Association is listed as an additional insured, subject to the terms and conditions of the policy.

**CERTIFICATE HOLDER****CANCELLATION**

Chicago Festival Association  
1507 East 53rd Street # 102  
Chicago, IL 60615

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

## Parade Participant Information

Motor vehicle units wishing to participate in events sponsored by the City of Chicago office of Special Events are **required** to supply the follow information prior to the scheduled event:

1. Vehicle owner's information
  - a. Name
  - b. Address
  - c. Telephone number
2. Valid Driver's License
3. Proof of Motor Vehicle Insurance
4. Valid Motor Vehicle Registration.

These requirements, as well as: State; County; and Municipal traffic laws must be adhered to throughout the duration of all City sponsored events.

Please complete the following forms. One is to be emailed or faxed back to CFA no later than November 15. The other is to be completed and kept **on your person** on parade day. To Repeat: Mail CFA a filled out copy; **keep a filled out copy to present to CFA Staff on parade day.**

Thank you.

**Mandatory and Required Motor Vehicle Information to be completed  
and E-Mailed or Faxed to CFA no later than November 15:**

**Vehicle Owner Name:**

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**Vehicle Owner Address:**

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**Vehicle Owner Telephone Number:**

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**Driver's License Number:**

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**Insurance Company and Policy Number:**

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**Registration Information [Plate Number]:**

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**Print Name:** \_\_\_\_\_

**Sign Name:** \_\_\_\_\_

**Name of Unit:** \_\_\_\_\_



**Mandatory and Required Motor Vehicle Information  
to be Completed and on Your Person during the  
Parade:**

**Vehicle Owner Name:**

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**Vehicle Owner Address:**

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**Vehicle Owner Telephone Number:**

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**Driver's License Number:**

---

**Insurance Company and Policy Number:**

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---

**Registration Information [Plate Number]:**

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**Print Name:** \_\_\_\_\_

**Sign Name:** \_\_\_\_\_

**Name of Unit:** \_\_\_\_\_

## Creative Soundz Inc 1500 watt Audio Pull Cart



Here is a picture of the "audio pull cart" rental for the upcoming McDonalds Thanksgiving Parade on Thursday November 28, 2013. The unit has pneumatic tires to include a 1200lb capacity. Installed will be 3-4 speakers which will be of professional quality of JBL, EV or Ramsa components. This is all interfaced with a powered audio mixer or a mixer with a professional amplifier. Electrical power for the unit will be with a quality whisper quiet professional generator filled with fuel that has a run-time of 6-7 hours.

This cart is typically pulled by someone designated in your organization. In the past, most organizations have an appointed a person which will pull the cart behind your members which are either dancing or walking along the parade route. Sound is projected

to the left and right so the attendees can hear properly in addition to a speaker that is installed and aimed forward in order for your parade troupe to hear. We can interface your I-Pod (or similar hard drive device) or you can send us your audio file(s) (or CD) and we will do that for you. If sending audio files we request to receive that no later then Nov 15, 2013 in order to have ample time for the transfer. If you prefer CD, let us know in advance.

We make this all "turn-key" as you don't need to do a thing.....

### **WE COME TO YOU!**

This equipment is assembled and fully tested at our audio shop. The unit will be delivered directly to your designated holding area right on site. At that time one of our experienced technicians will go over the operation which will be very simple. If there are any concerns our experienced technicians are available on site throughout the entire parade. At the end of the event we will pick up the unit from you at a designated location.

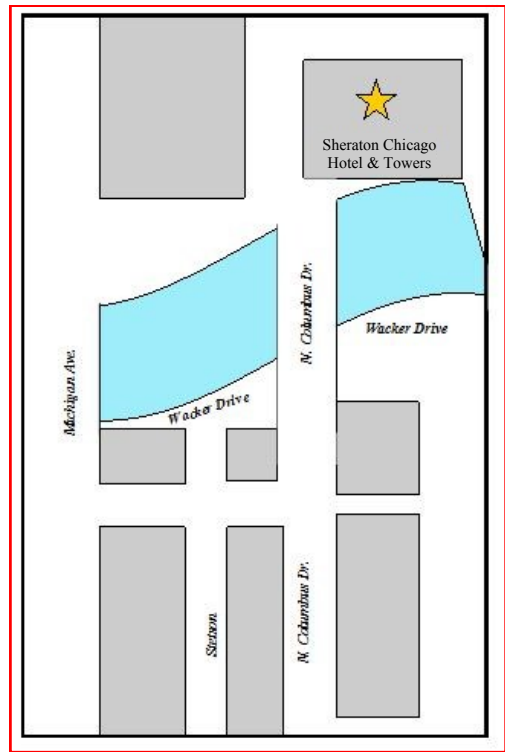
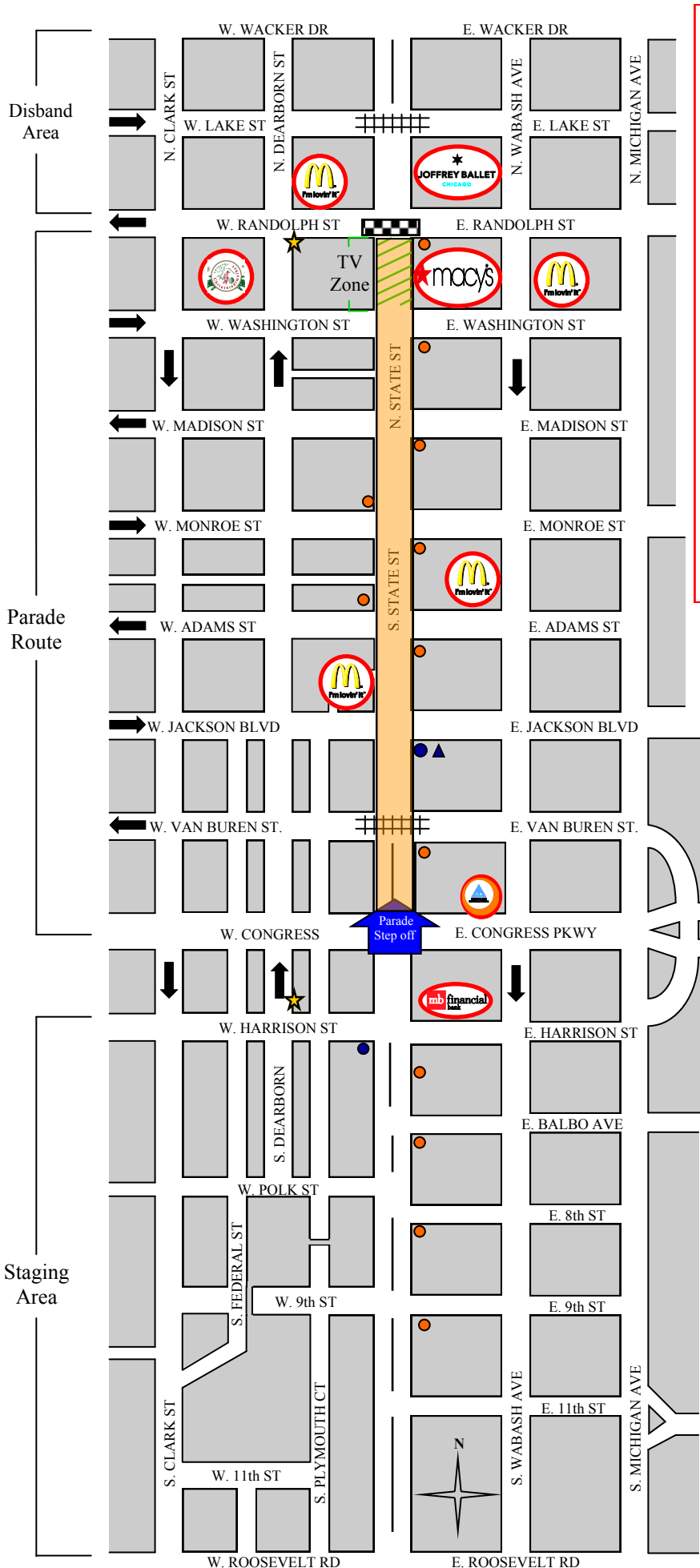
### **WHAT DOES THIS COST?**

As our firm is already at the event supplying the main sound for the parade, we are pleased to provide this unit for a discounted rental cost of \$375. This is considered a \$100 discount from the usual rental cost (which is typically \$475). To reserve the equipment (and service) we require a 50% payment by November 21, 2013. Units will only be considered confirmed and reserved once we receive the deposit from your organization. We request balance of payment by November 27, 2013 (if paying by credit card) or upon delivery on event day November 28, 2013 (if paying by cash or check). Please let us know as soon as possible if you will be confirming as these carts are limited on a first come first serve basis and we want to make sure that you receive a cart for this great event. Any questions that you may have you can email, us or call at the information listed below.

**We look forward to another successful McDonalds Thanksgiving Parade!**

John Orzel  
Creative Soundz Inc  
847-299-5522 office 10am-6pm  
john@creativesoundz.com

**Don't forget to ask about our custom audio sound systems for parade floats!**



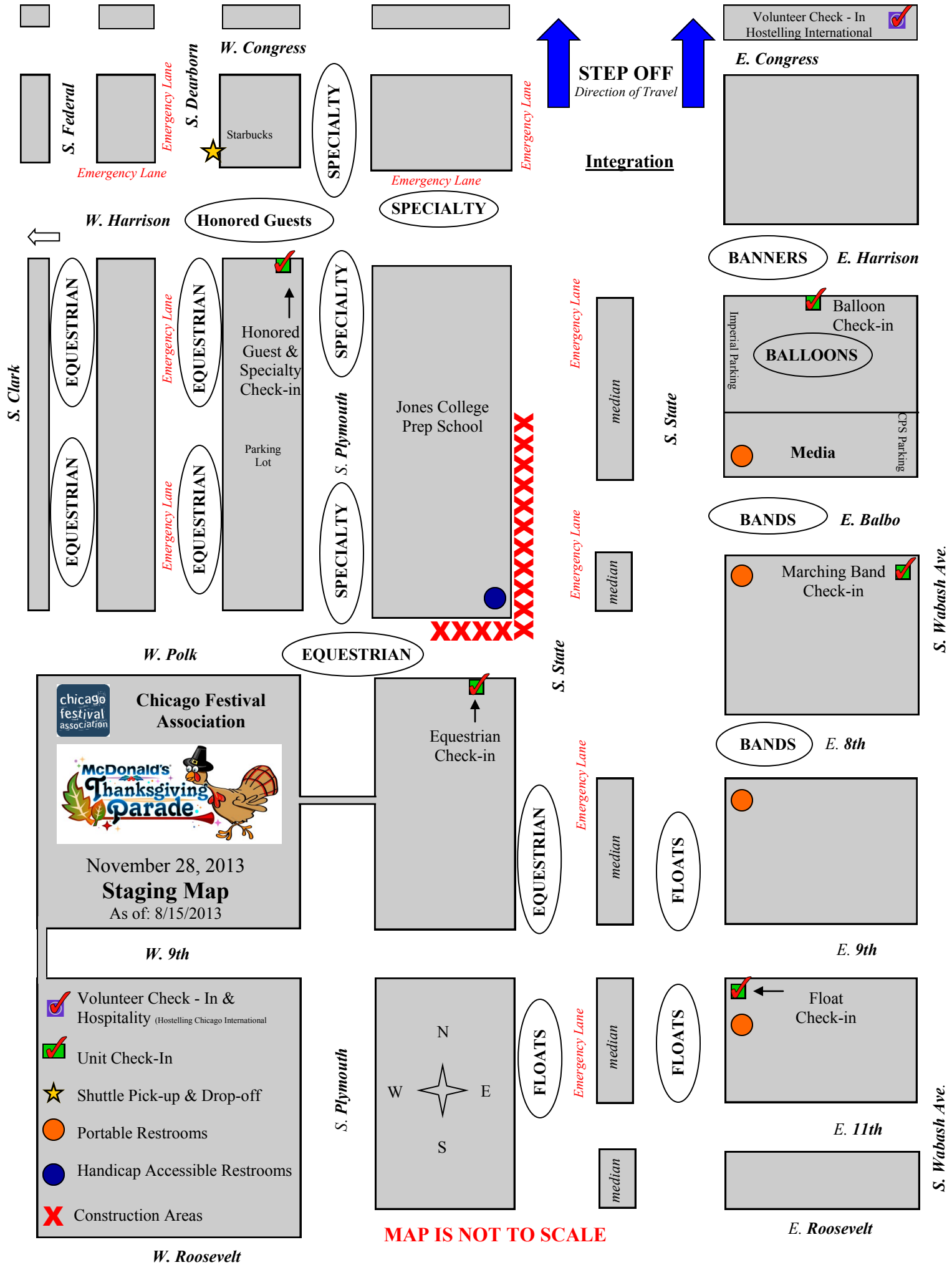
## November 28, 2013 Route Map

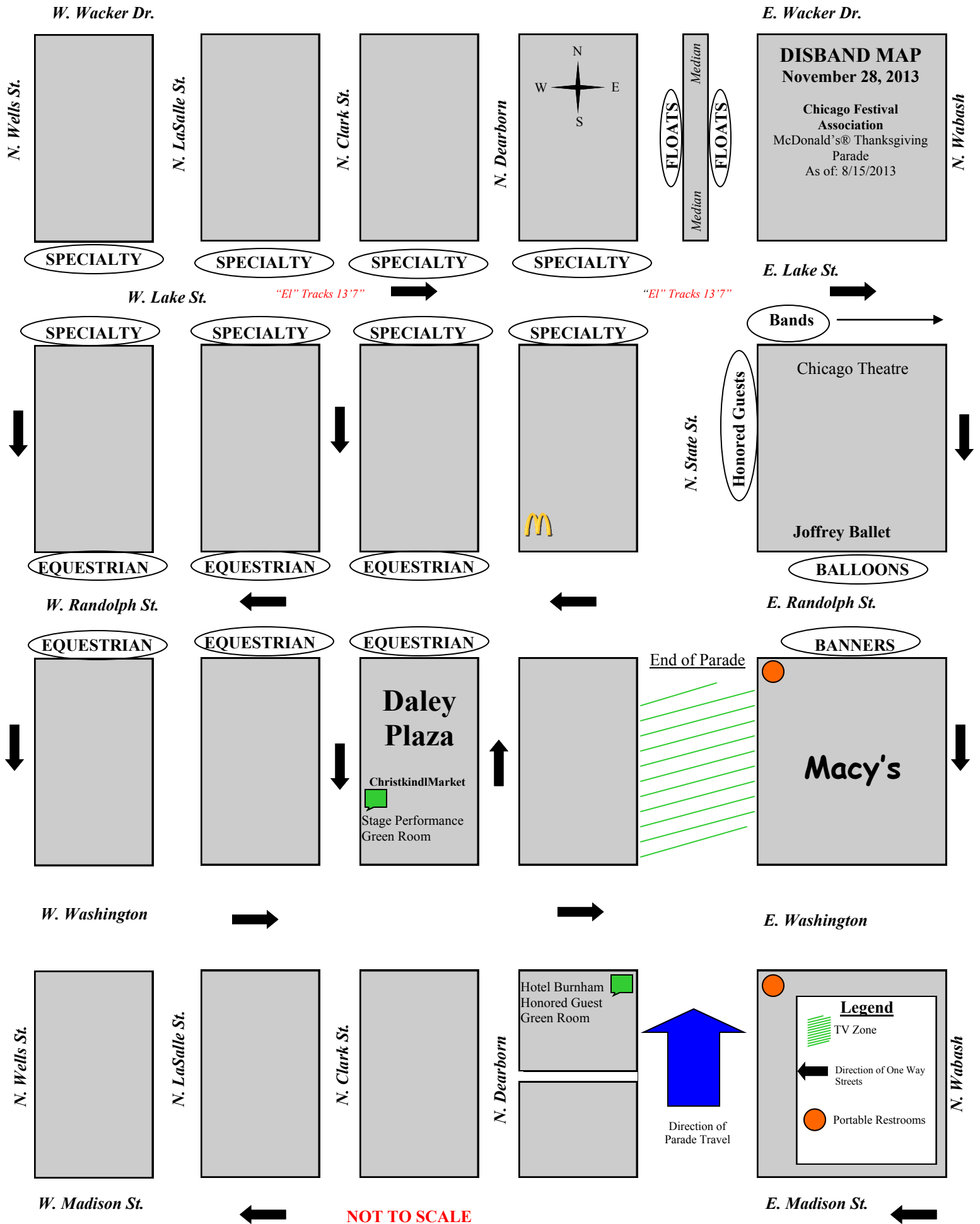
- Volunteer Check-In
- Shuttle Pick-up & Drop-off
- Handicap Accessible Restroom
- Handicap Viewing Area
- Portable Restroom
- TV Zone
- 'El' Tracks
- Direction of One Way
- Median
- Parade Route
- Parade Finish
- Parade Route Step Off



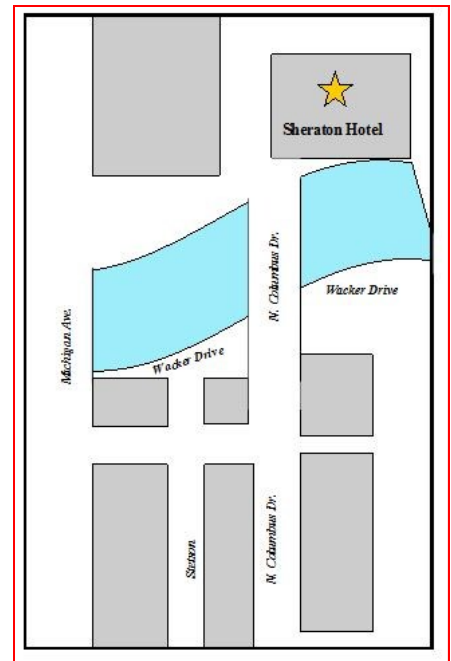
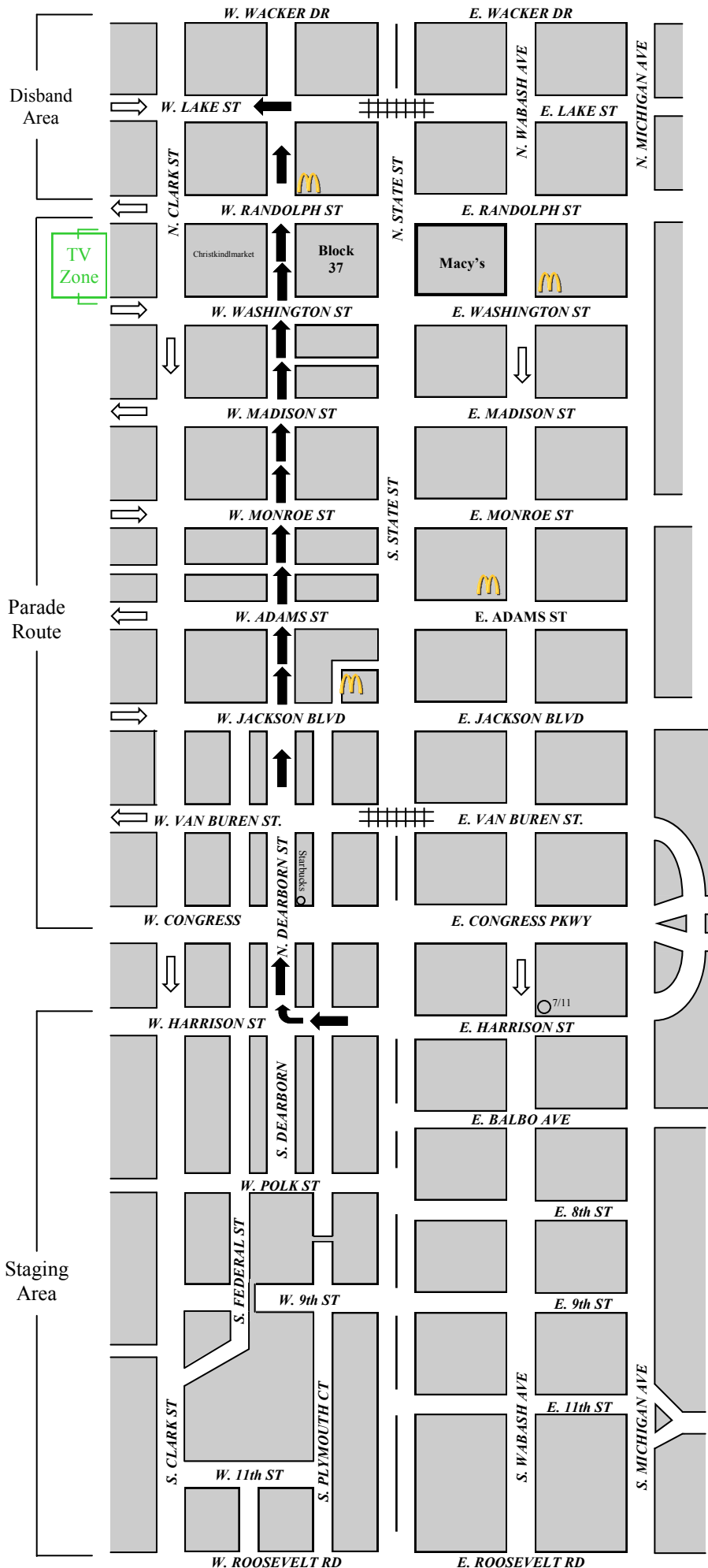
**Chicago Festival Association**  
1507 East 53rd Street #102  
Chicago, IL 60615  
[www.chicagofestivals.org](http://www.chicagofestivals.org)

**NOT TO SCALE**







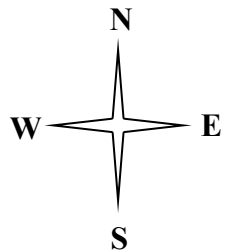


# Route to Disband for Specialty Units

**November 28, 2013**

Take Harrison west to Dearborn, turn right on Dearborn. Take Dearborn north to Lake. You will be instructed where to stage your vehicles once you get to Lake.

- 'El' Tracks
- Direction of One Way Streets
- Median
- Route to Disband



1507 E. 53rd St. #102  
Chicago, IL 60615  
312.239.0457  
866.397.4037 fax  
[www.chicagofestivals.org](http://www.chicagofestivals.org)

(Not to Scale)



# The VIP Experience

**80th McDonald's Thanksgiving Parade**

**Thursday, November 28th 2013**

Have you ever wondered what it would like to be up close and personal to Chicago's Grand Holiday

Tradition? Now's your chance! Become a VIP for the 2013 McDonald's Thanksgiving Parade by purchasing your Individual Sponsorship today. The VIP Experience will allow you to see the parade like never before!



## VIP EXPERIENCE INCLUDES:

- Access to the VIP grandstands, located directly in the parades "TV zone"
- View the "for tv-only" stage performances featuring the best of local theater groups, fantastic cultural performances, and more!
- A light, continental breakfast!
- Access to private vip restrooms!

For the best seats in the house, visit the link below and purchase your 2013 Individual Sponsorship for **\$50 + \$3.50** handling fee.

<http://www.chicagofestivals.org/purchase-2013-individual-sponsorships>





# 2013 McDonald's® Thanksgiving Parade



## Gift Bag Donation Form - Due by October 18, 2013

Parade volunteers deserve a big thanks. Help the McDonald's® Thanksgiving Parade thank Chicago's best volunteers by donating 2,500 items (premiums, coupons, etc.) for the volunteer gift bag, large items or gift certificates for the volunteer raffle, or both.

Our volunteers represent a desirable and diverse demographic who will remember your generosity for years to come!

NAME OF DONOR ORGANIZATION \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

ITEM DESCRIPTION	QUANTITY	(please check one)
		Virtual GIFT BAG <input type="checkbox"/> RAFFLE <input type="checkbox"/> Physical GIFT BAG <input type="checkbox"/>
		Virtual GIFT BAG <input type="checkbox"/> RAFFLE <input type="checkbox"/> Physical GIFT BAG <input type="checkbox"/>
		Virtual GIFT BAG <input type="checkbox"/> RAFFLE <input type="checkbox"/> Physical GIFT BAG <input type="checkbox"/>
		Virtual GIFT BAG <input type="checkbox"/> RAFFLE <input type="checkbox"/> Physical GIFT BAG <input type="checkbox"/>

DATE OF DONATION DELIVERY \_\_\_\_\_

METHOD OF DONATION DELIVERY \_\_\_\_\_

In addition to demonstrating your generous support to the community, your donation will also bring your company many benefits:

- Gift bag donations will promote your company to 2,500 Parade volunteers and VIP's
- Logo and hyperlink on the McDonald's® Thanksgiving Parade's official website [www.chicagofestivals.org](http://www.chicagofestivals.org)
- Corporate mention in the McDonald's® Thanksgiving Parade Supplement
- Credit during the Parade's broadcast (if time allows)

### Please note:

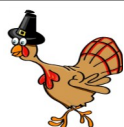
- Gift Bag Donations are due November 13, 2013
- The Raffle is scheduled for early January 2014 please make sure that all gift certificates, tickets and other time-sensitive materials do not expire prior to March 2014.

Please mail or fax this completed form to:



**Brittany Johnson**  
Event Manager Phone: 312-235-2217  
Chicago Festival Association Fax: 866-397-4037  
1507 East 53rd Street #102 [brittanyj@chicagofestivals.org](mailto:brittanyj@chicagofestivals.org)  
Chicago, IL 60615 [www.chicagofestivals.org](http://www.chicagofestivals.org)





# McDonald's® Thanksgiving Parade

## 2013 Volunteer Positions



Here's your chance to get involved in Chicago's *Grand Holiday Tradition*, the 2013 McDonald's® Thanksgiving Parade! Come and be a part of this amazing event on **Thursday, November 28 - Thanksgiving Day**. We have many opportunities for individuals, families and groups to show their dedication to our community. For more information about how your corporation, organization or other group can get involved, please call the Chicago Festival Association at 312-239-0457 or visit us online at [www.chicagofestivals.org](http://www.chicagofestivals.org).

### BALLOON HANDLER

Ever wonder how a big, blue, 70-foot Cookie Monster makes his way up State Street? Help keep the balloons flying high as you maneuver 3,600 cubic feet of helium under the El tracks and down the parade route. *Must be 18 years of age as of November 28, 2013.*

### BANNER CARRIER

Smile and wave as you lead the way by carrying banners up the route. Who knows, you might even make your television debut! You will walk between 1 and 3 miles the day of the event and are required to wear khaki pants on parade day.

### BLOCK MARSHALS

Are you always on time? Then we need you to help keep the parade on track. Block Marshals are stationed at every block to maintain the speed and spacing of units as they march up State Street. Block Marshals communicate with step-off, TV Zone and parade participants to achieve perfect parade timing.

### DISBAND

Where do all the participants go at the end of the Parade route? Volunteers show units to their appropriate disband areas insuring that units maintain forward motion and keep the TV zone from backing up. You will direct them on the disband team and help the parade find its way home!

### MERCHANDISE

Join our merchandise team and be the first to see everyone's smiling faces as you pass out goodies to the crowd, sell souvenirs, and assist in distributing parade surveys. You will also reward other hard-working volunteers as you distribute volunteer gift bags at the end of the Parade!

### PARADE AMBASSADORS

Get a chance to see the parade up close! Our parade ambassadors help to ensure our on-street spectators are having a great time and assist in keeping everyone safe. Hundreds of thousands of spectators will appreciate your efforts.

### POO CREW

Join the equestrian waste removal squad and receive the loudest cheers on the route! Always a crowd favorite, Poo Crew teams will be assigned to equestrian units to keep the parade route sparkling. Grab friends or family and make a Poo Crew of your own.

### TECH CREW

Behind the scenes heroes! Help set-up and tear down the parade route, including VIP area, bleacher seating, dasher wall and much more. By making the parade route ready for the hundreds of thousands of street side spectators and millions of viewers at home, you'll be setting the stage for a memorable event!

### UNIT LIAISONS

Liaisons are responsible for a specific group of performers and escorting them through the entire parade route. You'll inform them on where to go, when, and accompany them throughout the entire Parade.

### VIP/ HOSPITALITY

Calling all social butterflies! Our hospitality committee hosts our VIP guests by assisting with food service, clean-up, ticket collection and crowd control. You also get to experience a fantastic view of the Parade from the VIP section. *Must be 18 years of age as of November 28, 2013.*

### VOLUNTEER CHECK-IN/COMMAND CENTER

These volunteers are always happy, smiley, morning people to welcome all the wonderful McDonald's® Thanksgiving parade volunteers the morning of the parade! Team members will be responsible for checking in volunteers, helping with the volunteer breakfast, as well as assisting with distributing all the wonderful gift bags.

### PLEASE NOTE

All volunteer applicants must be at least 12 years of age as of Thursday, November 28, 2013.  
To be a balloon handler or a part of VIP / hospitality, you must be at least 18 years of age as of Thursday, November 28, 2013.

**ALL MUST ATTEND PARADE SCHOOL ON SATURDAY, NOVEMBER 9, 2013 AT  
THE MUSEUM OF SCIENCE AND INDUSTRY.**







# McDonald's® Thanksgiving Parade

## 2013 Volunteer Application—Due October 18, 2013

This is an application to participate as a volunteer in the 2013 McDonald's® Thanksgiving Parade. This application is **ONLY** valid for the person who completes it. Each individual volunteer must fill out his/her own application to be considered. Chicago Festival Association cannot guarantee that groups will be assigned to the same volunteer position, but will try its best to fulfill requests. **You must be in good health to participate. Volunteer may be required to walk in excess of 2 miles.**

All volunteer applicants must be at least 12 years of age as of November 28, 2013. All balloon handlers must be at least 18 years of age as of November 28, 2013.

All volunteers must attend Parade School on November 16th, 2013 at the Museum of Science and Industry. (More details will be mailed.)

Please include complete information and print clearly in pen. The Chicago Festival Association reserves the right to accept or reject any volunteer application.

NAME: \_\_\_\_\_ DOB: \_\_\_\_\_

HOME: \_\_\_\_\_ WORK: \_\_\_\_\_ MOBILE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ APT/SUITE: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

(PLEASE NOTE: YOUR EMAIL ADDRESS SHOULD BE ACCURATE AND ACTIVE AS WE WILL COMMUNICATE VIA EMAIL)

**VOLUNTEER POSITIONS PREFERRED** (Volunteer positions are assigned on a first-come first serve basis. We cannot guarantee your first choice.)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

I would like to volunteer for Gift Bag Stuffing on Saturday, November 23, 2013: YES \_\_\_\_\_ NO \_\_\_\_\_

I would like to volunteer to work Parade School on Saturday, November 16, 2013: YES \_\_\_\_\_ NO \_\_\_\_\_

I was referred to this event by (If Applicable): \_\_\_\_\_

I would like to be grouped with my friends/family under the following Group Name: *CFA cannot make guarantees but will try to accommodate requests.*

Have you volunteered for this Parade before? YES: \_\_\_\_\_ NO: \_\_\_\_\_ If yes, how many years? \_\_\_\_\_

If yes, what positions? \_\_\_\_\_

Chicago Festival Association will not sell personal information to third party vendors.

Would you be willing to do light physical labor? YES \_\_\_\_\_ NO \_\_\_\_\_ (lifting boxes / carrying light equipment)

I understand and have read this application and, if chosen, agree to participate in the 2013 McDonald's® Thanksgiving Parade, in Chicago, Thursday, November 28, 2013, and Parade School at the Museum of Science & Industry, Saturday, November 16, 2013 which is required for this event. I understand that I may have to be on site at an early hour, Thursday, November 28, 2013 and that despite weather conditions I will attend because "The show must go on!"

In consideration for being accepted as a parade volunteer, I irrevocably grant the Chicago Festival Association and all their employees, sponsors and agents the exclusive rights to use my name, likeness, photos, or reproduction of my involvement for any purpose including promotion, advertising or otherwise. With these rights, I hereby release the Chicago Festival Association and all their employees, sponsors and agents from any and all claims, liabilities and/or damages which may now or in the future arise by reason of such use.

Further, I acknowledge that I am/are aware of the risks associated with the participation of this event and on my behalf and that of my heirs', do hereby release the Chicago Festival Association, and all their employees, sponsors and agents, from all claims, liabilities and/or damages on account of any personal injury or property damage which may occur from any cause before, during, or after the 2013 Parade.

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

Parent/Guardian Signature (if under 18 years of age) \_\_\_\_\_ Date: \_\_\_\_\_

Please fax or return this completed form to:

**Brittany Johnson**

Event Manager Phone: 312-235-2217

Chicago Festival Association Fax: 866-397-4037

1507 East 53rd Street #102 brittanyj@chicagofestivals.org

Chicago, IL 60615 [www.chicagofestivals.org](http://www.chicagofestivals.org)







## Chicago Points of Interest

Make the most of your stay in Chicago and experience all that our cosmopolitan city has to offer. From great dining and exciting nightlife to free family events and world renowned museums, adventures await visitors of all ages. Explore the following options or contact the Chicago Office of Tourism at 312-744-2400, or the Chicago Convention and Tourism Bureau at 312-567-8500, or by email at [www.choosechicago.com](http://www.choosechicago.com).

### **ATTRACTIONS**

**Brookfield Zoo** 300 Golf Road Brookfield, IL; 708-688-8000

#### **OPEN THANKSGIVING DAY!**

Since its opening in 1934, the Brookfield Zoo has been a major Chicago attraction, drawing people from all over the world. As a bar less zoo, meaning moats and other natural barriers rather than fences separate you from the animals, the views are unsurpassed. Whether you're interested in the Florida Swamplands or the African Savannah, there's something for everyone! The Brookfield Zoo also has a Motor Safari: Hop on and off at any of the four stops along the trail! Open Monday-Friday 10:00 a.m. to 5:00 p.m.; Saturday - Sunday 10:00 a.m. to 6:00 p.m. Admission: Adults \$15.00; children 3-11 \$10.50; seniors 65+ \$10.50. Check online at [www.Brookfieldzoo.org](http://www.Brookfieldzoo.org)

**John Hancock Observatory** 875 N. Michigan Ave. Chicago. 312-751-3681; 888-875-VIEW

#### **OPEN THANKSGIVING DAY!**

The 94th-floor observatory, more than 1,000 feet above Chicago at the John Hancock Center, features an open-air Skywalk, the Midwest's highest open-air experience; Sky Tours, which takes you on a personal audio tour of Chicago's incredible sights and remarkable history; Soundscape 3-D "talking" telescopes that speak in four languages and create startling real sound effects; Chicago history wall; and a theme park-style ticketing area recreating the construction of the John Hancock Center. Open daily 9am-11pm. Admission: Adults \$18.00; children ages 3-11 \$12.00; children 3 and under free. Check online at [www.hancock-observatory.com](http://www.hancock-observatory.com).

**Navy Pier** 600 E. Grand Ave. Chicago. 312-595-PIER, outside Chicago call 800-595-PIER

A Chicago landmark with over 50 acres of parks, gardens, shops, restaurants and attractions of every kind. Enjoy the Ferris Wheel and Carousel. Visit the Chicago Children's Museum, Skyline Stage and Joe's Be-Bop Cafe & Jazz Emporium. The 3,000 foot pier was the only one of several proposed commercial piers in the 1909 Burnham Plan which was actually constructed. Since it was built in 1916, it has been through numerous incarnations both military and commercial, and after a multimillion dollar refurbishment it stands today as one of Chicago's premiere entertainment and convention destinations. The IMAX theater is the only Navy Pier attraction open Thanksgiving Day. Check online at [www.navypier.com](http://www.navypier.com).

**Christkindlmarket Chicago** Daley Plaza (50 W Washington Street, Chicago, IL 60602) 312-494-2175

Christkindlmarket Chicago is the largest and most renowned German winter holiday market in the United States attracting visitors from the Chicagoland area, the rest of the country and from around the world. Open daily November 26<sup>th</sup> through December 24<sup>th</sup>. On Thanksgiving Day they are open for a sneak peak from 11:00 a.m. to 4:00 pm. Regular business hours are Sunday - Thursday 11:00 a.m. – 8:00 p.m. Friday and Saturday 11:00 a.m.- 9:00 p.m. Admission is free. Check online at [www.christkindlmarket.com](http://www.christkindlmarket.com) for more information.

**Willis Tower Skydeck** 233 S. Wacker Dr. Chicago(enter at Jackson Blvd.) 312-875-9696

**OPEN THANKSGIVING DAY!**

Since 1974 this soaring structure has been the nation's tallest building. Take one of the 100 elevators to the Skydeck Observatory on the 103rd floor for a spectacular view of the city. Open daily: October through March 10 am- 8pm; Adults \$18.00, Children 3-11 \$12.00, Children under 3 free. Check online at [www.the-skydeck.com](http://www.the-skydeck.com).

## **MUSEUMS**

**Adler Planetarium and Astronomy Museum** 1300 S. Lake Shore Drive, Chicago 312-922-STAR

Reach for the stars at the Adler Planetarium & Astronomy Museum! Discover the wonders of the Universe in exciting new interactive exhibit galleries. Embark on a voyage in the world's first StarRider Theater or explore the heavens in the Sky Theater. Enjoy heavenly snacks and meals set against the Chicago skyline in Galileo's. Closed Thanksgiving Day, but open the rest of the weekend. Check online at [www.adlerplanetarium.org](http://www.adlerplanetarium.org).

**Chicago Children's Museum** 700 E. Grand Avenue, Chicago 312-527-1000

The mission of the Chicago Children's Museum is to activate the intellectual and creative potential of children by being a catalyst for learning. Chicago Children's Museum is designed to help children learn, explore and develop new understandings of the world. Children and their families can enjoy hands-on, interactive exhibits and special school and family programs in the museum's 57,000 square foot facility at Navy Pier. Closed Thanksgiving Day, but open the rest of the weekend. Check online at [www.chicchildrensmuseum.org](http://www.chicchildrensmuseum.org).

**Museum of Contemporary Art** 220 E. Chicago Avenue, Chicago 312-280-2660

See things differently at the Museum of Contemporary Art! The MCA is a Chicago experience like no other -- stop by for an hour or spend the day. The MCA's exciting collection presents the finest, most thought-provoking artworks created since 1945. In addition, the MCA's special exhibitions highlight today's most innovative and exciting artists. And that's just the beginning! Located near the historic Water Tower and just steps off Michigan Avenue, the MCA is also a place to escape. Enjoy lunch in Puck's at the MCA, which overlooks Lake Michigan and a terraced sculpture garden; shop at the MCA Store and bookstore; or experience a live performance or lecture. Closed Thanksgiving Day, but open the rest of the weekend. Check online at [www.mcachicago.org](http://www.mcachicago.org).

**Shedd Aquarium** 1200 S. Lake Shore Drive, Chicago 312-939-2438

**OPEN THANKSGIVING DAY!**

Water your imagination at the John G. Shedd Aquarium, a mesmerizing introduction to aquatic life from around the world. From awe-inspiring whales, frolicking sea otters and lively penguins to streamlined sharks and exotic eels, Shedd Aquarium is home to a myriad of fascinating, colorful aquatic animals. the global collection includes more than 8,000 aquatic animals representing more than 650 species. Open Thanksgiving Day; 9:00am to 4:00pm. Check online at [www.sheddaquarium.org](http://www.sheddaquarium.org).

**The Art Institute of Chicago** 111 S. Michigan Avenue, Chicago. 312-443-3600

Discover forty centuries of human creativity at The Art Institute of Chicago, one of the world's leading museums. From ancient Chinese bronzes to the latest work by today's artists, from Rembrandt paintings to African wood carvings, the collections include some of the finest art ever produced. On display are paintings, sculptures, prints and drawings, photographs, Asian art, art of Africa, Oceania, and the Americas, textiles, decorative arts, and architectural fragments and drawings. Closed Thanksgiving Day, but open the rest of the weekend. Check online at [www.artic.edu](http://www.artic.edu).

**The Field Museum** 1400 South Lake Shore Drive, Chicago 312-922-9410

**OPEN THANKSGIVING DAY!**

The Field Museum is welcoming a broad variety of intriguing exhibitions in the 2009/2010 season. From the Aztec world to Inside Natural Disasters - The Field Museum provides a unique and dynamic experience for its visitors. Open Thanksgiving Day; 9:00am to 3:00pm. Check online at [www.fieldmuseum.org](http://www.fieldmuseum.org).

**The Museum of Science and Industry** 57th Street and Lake Shore Drive, Chicago 773-684-1414  
**OPEN THANKSGIVING DAY!**

Come visit Chicago's world famous original hands on museum. From your long-time favorites to our dazzling high-tech exhibits, you'll make your own adventure. Explore the ever-changing adventure at the Museum of Science and Industry. Open Thanksgiving Day; 9:30am to 4:00pm. Check online at [www.msichicago.org](http://www.msichicago.org).

## **SHOPPING AND DINING**

### **Chicago Loop Alliance**

Showcasing the hottest spots to shop, visit, live, work, and play in the Loop. You can link up to make hotel, theater, or restaurant reservations; take a virtual walking tour of State Street's architecture; check out the latest news and more! Check online at [www.chicagoloopalliance.com](http://www.chicagoloopalliance.com).

### **Chicago City Search**

Features restaurant ratings by Zagat, the premiere consumer guide to local restaurants. Check online at [www.citysearch.com](http://www.citysearch.com).

### **Chicago Magazine Dining Guide**

One of the oldest and most respected city magazines in the United States, *Chicago* is the magazine "Chicago Lives By." It's discerning guide to dining in Chicago lists 180 to 200 restaurants, selected through anonymous visits by knowledgeable restaurant critics. Check online at [www.chicagomag.com](http://www.chicagomag.com).

### **Greater North Michigan Avenue Association Shopping Guide**

Chicago's Magnificent Mile™ is a shopping paradise filled with world-renowned department stores and boutiques comprising an eclectic mix of American and international style. Check online at [www.themagnificentmile.com](http://www.themagnificentmile.com).

### **Metromix dining guide**

The largest searchable database of entertainment services lists more than 9,000 restaurants. Users can find restaurant and bar descriptions as well as reviews from consumers and Chicago Tribune restaurant critic, Phil Vettel. The site enables consumers to search for a Chicago-area restaurant by cuisine type, neighborhood or price range. Check online at [www.metromix.com](http://www.metromix.com). After finding a restaurant, consumers can make free dining reservations at [www.opentable.com](http://www.opentable.com) online.

### **urbanStyle Shopping Guide**

urbanStyle's online community of neighborhood stores offers some of the best of Chicago's shopping and the latest news on chic local boutiques, designers, events, and trends. Shop with urbanStyle by store, product, or neighborhood and see why Chicago is your kind of town! Check online at [www.urbanstyle.net/neighborhoods](http://www.urbanstyle.net/neighborhoods).

