



MSU ALUMNI OFFICE HOMECOMING PARADE 2024 GENERAL INFORMATION AND RULES

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The Homecoming Parade is a fun, annual tradition managed by the MSU Alumni Office.

PARADE ROUTE

- The parade route works its way through downtown East Lansing and the MSU campus.
 - [Homecoming Parade Route Map](#)
 - The total distance is approximately 1 ½ miles and takes approximately 45 minutes to 1 hour to complete.
 - Parade entries must be able to complete the entire distance.

PARADE ENTRIES

Eligibility

- MSU registered student organizations, MSU athletic teams, MSU departments/units, MSU invited guests, non-profit organizations, businesses, sponsors, current elected officials and candidates for elected office may participate in the parade.
- The MSU Alumni Office has the right to refuse any parade entry that is in direct conflict with the mission, values and goals of Michigan State University.

Registration

- Parade entries must be submitted by completing an online registration form.
- Registrations will be accepted up to the parade staging capacity.

Fee Schedule

- There is no fee for MSU registered student organizations, MSU athletic teams, MSU departments/units, MSU invited guests, non-profit organizations and current elected officials.
- A \$750 fee will be assessed for any business.
- A \$100 fee will be assessed for any candidate for elected office, including incumbent candidates.
 - A fee will not be assessed for current elected officials who are participating in the capacity of their current role/office, e.g., they are not participating in their capacity as a candidate for elected office. Elected officials participating in this manner are not permitted to represent themselves as a candidate for office.
 - If a current elected official participates in their capacity as a candidate, the \$100 fee will be assessed.

Sponsorship

- Sponsorships are available. Contact Peter Delong at delongpe@msu.edu for more information.

RULES FOR ALL PARADE ENTRIES

Code of Conduct

All participants in the Homecoming Parade are representing Michigan State University and must abide by the [Homecoming Parade Code of Conduct](#) while participating in the parade. The code of conduct should be shared with all individuals participating in the parade.

Parade Entry Construction

- Parade entries should be related to the Homecoming theme.
- Promotion of alcohol, tobacco, tobacco products, controlled substances, guns and other weapons is prohibited.
- Exhibition of profanity, sexually-explicit or other objectionable language is prohibited.
- Floats:
 - Should be no larger than 20 feet wide by 40 feet long (20' x 40').
 - May be pulled by a motor vehicle, horse or bike.
- Banners should be no larger than 20 feet long by 13 feet high (20' x 13').

Parade Position

- All parade entries are assigned a specific position in the parade based on a number of factors, e.g., type of entry, size of entry, etc.
- Positions cannot be changed or switched. If switching occurs, the group will not be eligible to participate in future years.

During the Parade

- **To ensure safety, items, e.g., candy, toys, etc., must not be thrown to parade spectators.**
 - Items may be passed out by walkers accompanying the parade entry.
 - Parade entries violating this rule will be asked to leave the parade.
 - Items other than candy must be approved by the MSU Alumni Office prior to the parade.
- All parade entries should maintain an equal distance during the parade route.
 - Parade entries must select one person as the team leader whose primary responsibility is to ensure that their entry does not travel too quickly or too slowly and that nothing is thrown into the crowd by the entry.
 - Parade entries may be asked by parade marshals to adjust their distance and pacing during the parade.

- If a parade entry has animals as part of the group:
 - Animals must be well-behaved and should be under control at all times. Dogs should be on leashes.
 - The parade entry must provide its own accompanying clean-up personnel. If a parade entry fails to clean up after their animal, the group will not be eligible to participate the following year.
- Countermarching, dancing or playing in place, drilling or stopping along the parade route is not permitted.
- Parade entries are not allowed to stop at the judging stand.

Failure to Show

- If a parade entry fails to show the day of the parade, the group will not be eligible to participate the following year.

RULES FOR ELECTED OFFICIALS OR CANDIDATES FOR ELECTED OFFICE

In addition to the RULES FOR ALL PARADE ENTRIES, the following rules are applicable:

- Distribution of campaign literature is not permitted.
- The elected official or candidate must personally participate and may not send a representative in their place.
- The elected official or candidate may ride in a vehicle or walk with a sign or banner.
- Only one vehicle is allowed per elected official or candidate.
- Elected officials or candidates must provide their own vehicle and driver and signage for the vehicle.

PARADE AWARDS

MSU Registered Student Organizations

- Four awards will be presented: 1) best float; 2) best banner; 3) best group; and 4) best Spartan spirit. Judging is based on adherence to the Homecoming theme.
- Winners receive:
 - Best float - \$500 payable to the organization.
 - Best banner, best group and best Spartan spirit - \$250 payable to the organization.
 - Mention on the jumbotron during half-time at the football game Oct. 19.
- Funds will be deposited in the organization's account 3-4 weeks following the parade.

MSU Departments/Units and Non-Profit Organizations

- Two awards will be presented. Judging is based on adherence to the Homecoming theme.
- Winners receive:
 - \$100 gift card to a local merchant TBD.
 - Mention on the jumbotron during half-time at the football game Oct. 19.

COMMUNICATIONS

Leading up to the parade, all communications with groups will be via email – this is the best way we can effectively communicate with such a large and diverse number of groups.

- When parade entries register using the online form, they are required to provide the name, preferred email address and cell phone number for two contact persons.
- With respect to the complexity of an event of this size, **it's important that these contact persons be responsive to their email** so we can ensure a memorable experience for everyone involved.

INCLEMENT WEATHER

Michigan State University and the MSU Alumni Office are committed to the safety and security of students, faculty, staff, alumni and the East Lansing and Lansing communities during the Homecoming Parade.

- The parade takes place regardless of rainy conditions.
- The parade will not take place if there is severe weather consisting of thunder and lightning.
- Should severe weather conditions arise or be anticipated that would make it inadvisable to hold or continue the parade, the MSU Alumni Office will consult with East Lansing, MSU Police and university officials to determine if it's necessary to cancel the parade.
- If it's determined that the parade needs to be canceled:
 - Parade entries and volunteers will be notified by email. For parade entries, emails will be sent to the two contact persons for the group.
 - A notification will be sent by local emergency alert systems and TV and radio stations.

DISMISSAL FROM THE PARADE

The MSU Alumni Office reserves the right to remove any parade entry and/or individuals from the parade at any time, for any reason. This includes:

- Violation of any component of the [Homecoming Parade Code of Conduct](#).
- Promotion of alcohol, tobacco, tobacco products, controlled substances, guns and other weapons.
- If items are thrown from floats, vehicles or groups.
- Any stalled floats, vehicles or groups that cannot keep pace with the parade.

The MSU Alumni Office reserves the right to dismiss any participant from the parade should the participant's physical or mental condition, action or attitude pose a potential threat to the participant, impede the operation of the parade or infringe on the rights, welfare or enjoyment of the parade for other participants.

If a parade entry and/or individual is dismissed from the parade for violating the Homecoming Parade Code of Conduct, the group and/or individual will not be eligible to participate in future years. Dismissals of parade entries and/or individuals for other reasons other than violating the Homecoming Parade Code of Conduct, will be evaluated on a case-by-case basis.

DISCLAIMER

The MSU Alumni Office and Michigan State University, their respective employees, officers, agents, servants, and representatives (hereinafter collectively referred to as "Michigan State") shall not be responsible or liable for damage to property, injury (including death), accidents or injury inflicted by other persons, acts or omissions of any person that occur during the parade. Further, Michigan State shall not be responsible or liable for losses or additional expenses incurred by any participant due to sickness, weather, acts of terrorism, acts of God or any other cause or occurrence beyond its control.

QUESTIONS

Questions should be directed to Amy Carnahan, Director of Alumni Events, MSU Alumni Office at carnah10@msu.edu.