MSU ALUMNI OFFICE
HOMECOMING PARADE
OVERVIEW AND INFORMATION

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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 groups 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.

PARADE REGISTRATION
Parade entries must be submitted by completing the online registration form. The registration deadline is September 4. Registrations will be accepted up to the parade staging capacity.

There is no participation fee for MSU registered student organizations, MSU athletic teams, MSU departments/units, and non-profit community groups. A limited number of flatbeds are available for registered student organizations to request on a first come, first served basis.

Businesses or corporate sponsors may participate in the parade for a fee. Contact Peter Delong at delpongpe@msu.edu more information. Business or corporate sponsorship may not include alcohol/tobacco products.
PARADE ROUTE

• The parade begins at the intersection of Abbot Rd and Burcham Dr at the East Lansing Hannah Community Center, travels south on Abbot Rd, east on Grand River, south at Farm Lane, and concludes at the corner of Farm and Shaw Lanes. (Note: this is the intended route for 2023, pending completion of the Farm Lane bridge construction.)
  
  o Parade route map.
  
  o The total distance is approximately 1 ½ miles and takes approximately 45 minutes to 1 hour to complete.
  
  o Groups must be able to complete the entire distance.

• Groups should maintain a distance of two to three car lengths between entries throughout the entire parade route. Proper spacing of all groups is important for the consistency of the parade and Parade Marshals will monitor the distance and pace of the parade groups.

• There will be one announcing stand along Grand River Ave, east of the Union Building.
  
  o Parade entries are not allowed to stop at the judging stands.

PARADE CHECK-IN, STAGING AND START TIME

• Parade check-in and entry into the staging areas is based on the type of parade entry. Groups receive information regarding check-in and staging area entrances as the parade date approaches.

• Staging for parade entries will be in several locations in proximity to the Hannah Community Center at the intersection of Abbot Rd and Burcham Dr. Since staging changes occur up until the day of the parade, groups will not receive their staging number until they arrive and check-in the day of the parade.
  
  o All parade entries are assigned a specific position in the parade.
  
  o This position will be denoted by a staging number which will be distributed on the day of the parade at check-in.
  
  o These numbers must be placed on the left side of each group to denote the name of the group and their assigned staging number.
  
  o These numbers may not be changed or switched. If switching occurs, the group will not be eligible to participate in future years.

• Staging for the parade begins at 4:30 p.m. and all groups must arrive no later than 5:30 p.m. There are a number of street closures in proximity to the Hannah Community Center so groups should take this into account and plan accordingly.

• The parade begins promptly at 6 p.m.

PARADE PARTICIPANT PARKING AND SHUTTLE

• Parking is available for parade participants in the East Lansing High School parking lot at 509 Burcham Rd. Parking is not available at the Hannah Community Center.

• A shuttle is available to take participants to the Hannah Community Center.

• Following the parade’s conclusion, there is a shuttle available at the MSU Planetarium which returns participants to the East Lansing High School parking lot.
RULES FOR ALL PARADE ENTRIES AND INVITED GUESTS

1. Parade entries must be submitted by completing the online registration form.
   a. Registrations will be accepted up to the parade staging capacity.
   b. There is no participation fee for MSU registered student organizations, MSU athletic teams, MSU departments/units, and non-profit community groups.
   c. Businesses or corporate sponsors may participate in the parade for a fee. Contact Peter Delong at delpongpe@msu.edu for more information. Business or corporate sponsorship may not include alcohol/tobacco products.
   d. If a parade entry fails to show the day of the parade, the group will not be eligible to participate the following year.

2. Parade entry construction
   a. Parade entries should be related to the Homecoming theme.
   b. Dimensions:
      i. Floats should be no larger than 20 feet wide by 40 feet long (20' x 40').
         Clearance under the Farm Lane bridge is 13 feet 6 inches (13'6").
      ii. Banners should be no larger than 20 feet long by 13 feet high (20' x 13').
   c. Floats may be pulled by a horse, bike or motor vehicle.
   d. A limited number of flatbeds are available for registered student organizations to request on a first come, first served basis. See Float Building Information for full details.

3. Parade staging and staging numbers
   a. All parade entries are assigned a specific position in the parade.
   b. This position will be denoted by a staging number which will be distributed on the day of the parade at check-in.
   c. These numbers must be placed on the left side of each group to denote the name of the group and their assigned staging number.
   d. These numbers cannot be changed or switched. If switching occurs, the group will not be eligible to participate in future years.

4. During the parade
   a. Parade units must select ONE person as the parade team leader. This person will serve as the contact person for the parade unit during the parade and their primary responsibility is to ensure that their group does not travel too quickly or too slowly and that nothing is thrown into the crowd by the group.
   b. To ensure safety, items, e.g., candy, toys, etc., must not be thrown from floats or vehicles to parade spectators. Parade entries violating this rule will be asked to leave the parade.
      i. Items may be passed out curbside by walkers accompanying the parade entry.
      ii. Items other than candy must be approved by the MSU Alumni office prior to the parade.
   c. All parade entries should maintain an equal distance during the parade route. Proper spacing of all groups is important for the consistency of the parade. Groups may be asked by parade marshals to adjust their distance and pacing during the parade.
   d. If a parade entry has equine or other animals as part of the group, the group must provide its own accompanying clean-up personnel with shovels/rakes. Failure to comply will result in the group being ineligible to participate the following year.
   e. Parade entries are not allowed to stop at the judging stand.
RULES FOR ELECTED OFFICIALS OR CANDIDATES

In addition to the above RULES FOR ALL PARADE ENTRIES AND INVITED GUESTS, the following rules are applicable:

1. Distribution of campaign literature is not allowed.
2. Incumbents of the following political offices may participate in the parade in non-election years.
   a. President of the United States
   b. Governor of the State of Michigan
   c. U.S. Senator for State of Michigan
   d. Member of the U.S. House of Representatives (East Lansing)
   e. MI State Senator (East Lansing)
   f. MI State House Representative (East Lansing)
   g. City of East Lansing Mayor
   h. City of East Lansing City Council Member
   i. City of Lansing Mayor
   j. City of Lansing Council Member (Campus Jurisdiction)
   k. Township Elected Leader (Campus Jurisdiction)
   l. County Commissioners (Campus Jurisdiction)

3. Only during an election year may those seeking office for the following political offices participate in the parade, and only one candidate from each party running will be allowed to register.
   a. President of the United States
   b. Governor of the State of Michigan
   c. U.S. Senator for State of Michigan
   d. Member of the U.S. House of Representatives (East Lansing)
   e. MI State Senator (East Lansing)
   f. MI State House Representative (East Lansing)
   g. City of East Lansing Mayor
   h. City of East Lansing City Council Member
   i. City of Lansing Mayor
   j. City of Lansing Council Member (Campus Jurisdiction)
   k. Township Elected Leader (Campus Jurisdiction)
   l. County Commissioners (Campus Jurisdiction)

4. The elected official/candidate must personally participate and may not send a representative in their place.
5. The elected official/candidate may ride in a vehicle or walk with a sign or banner.
6. Elected officials/candidates must provide their own vehicle and driver and signage for the vehicle. Only one vehicle is allowed per elected official/candidate.
7. Signs or banners should be no larger than 20 feet long by 13 feet high (20’ x 13’).
8. Like all parade entries, elected official/candidate are assigned a specific position in the parade. This cannot be changed and there are no exceptions to this rule.
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 will be notified Friday, September 22 between 7 – 8:30 p.m. via both email and text. The MSU Alumni Office will contact the winners at the email and phone number provided during the parade entry registration. Winners must respond/acknowledge this communication by 10 p.m. Friday, September 22, or another group will be selected.
- Winners receive:
  - Best float - $500 payable to the organization.
  - Best banner, best group and best Spartan spirit - $250 each payable to the organization.
  - Mention on the jumbotron during half-time at the football game on Saturday, September 23.
- Funds will be deposited in the organization’s account 3-4 weeks following the parade.

Non-Profit Community Groups and MSU Departments/Units

- Two awards will be presented. Judging is based on adherence to the Homecoming theme.
- Winners will be notified Friday, September 22 between 7 – 8:30 p.m. via both email and text. The MSU Alumni Office will contact the winners at the email and phone number provided during the parade entry registration. Winners must respond/acknowledge this communication by 10 p.m. Friday, September 22, or another group will be selected.
- Winners receive:
  - $100 gift card to a local merchant TBD.
  - Mention on the jumbotron during half-time at the football game on Saturday, September 23.

INCLEMENT WEATHER

Michigan State University and the MSU Alumni Office are committed to the safety and security of students, faculty, staff and the East Lansing and Lansing communities during the MSU 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 cancelled:
  - Parade participants and volunteers will be notified by email.
  - A notification will be sent by local emergency alert systems and TV and radio stations.

CODE OF CONDUCT

All participants in the MSU Homecoming parade are representing Michigan State University and will conduct themselves in an appropriate manner while participating in the parade. The Homecoming Parade Code of Conduct should be shared with all individuals who will be participating in the parade.
DISMISSAL FROM THE PARADE
The MSU Alumni Office reserves the right to remove any group or individuals from the parade at any time, for any reason. This includes:

- Violation of any component of the Homecoming Parade Code of Conduct.
- Exhibiting bad taste, drunken behavior, using profanity, objectionable language or gestures, or violating any of the General Student Regulations.
- If items are thrown from floats or vehicles.
- Any stalled floats, vehicles or groups that cannot keep pace with the parade.

If a group is dismissed from the parade for violating the Homecoming Parade Code of Conduct, the group will not be eligible to participate in future years. Dismissals of groups 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.