MSU ALUMNI OFFICE
HOMEcomings PARADE ENTRIES – FINAL REMINDER

September 19, 2023

NOTE: A copy of this email is also available on our Homecoming Parade webpage in the Information for Confirmed Homecoming Parade Entries section.

The 2023 MSU Homecoming parade is just three days away - Friday, September 22.

Parade Staging, Check In and Start Time
Assistance
Need assistance? Look for a Homecoming volunteer wearing a gray t-shirt with a “Welcome Home Spartans” logo on the front and “Volunteer” on the back.

Staging
- Staging changes occur up until the day of the parade, so groups will not receive their staging number until they arrive and check-in the day of the parade.
- Staging for the parade begins at 4:30 p.m. and all groups must arrive no later than 5:30 p.m.
  - There are two entrances to the staging area:
    - One entrance is at the corner of Abbott Rd and Whitehills Dr. If your group is a float or larger vehicle, you need to enter from this entrance. If your group enters here, you will only be provided your staging spot, but your group still needs to check in. See “Check In” section below.
    - The other entrance is at the corner of Abbott Rd and Burcham Dr.
  - There are a number of street closures in proximity to the Hannah Community Center so groups should take this into account and plan accordingly. See the Homecoming Parade Street Closures information on our Homecoming Parade webpage.
- The staging area will be chalked with numbers.
- Volunteers will be available to assist groups/direct groups to their staging spot.
- All groups are assigned a specific position in the parade. These positions may not be changed or switched. If switching occurs, the group will not be eligible to participate in future years.

Check In
- ALL GROUPS MUST CHECK IN at the tent on the corner of Abbott Rd and Burcham Dr.
  - To assist us with check-in, it would be helpful if groups bring a print out of the confirmation email they received when they first registered for the Homecoming Parade.
When groups check in for the parade, they will be given one staging number/neon green sign with their assigned staging number.
   ▪ The entrance station at the corner of Abbott Rd and Whitehills Dr will not have the staging number. We suggest that one person in group find the staging spot while another person proceeds on foot to the tent on the corner of Abbott Rd and Burcham Dr to check in and pick up the staging number/neon green sign.
   ▪ All groups must post their staging number/neon green sign on the left side of their vehicle, float, banner or if the entire group is walking with no banner, someone must hold the sign.
      ▪ These numbers may not be changed or switched. If switching occurs, the group will not be eligible to participate in future years.

Start Time
   • The parade begins promptly at 6 p.m.

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 Ave, south at Farm Ln, and concludes at the corner of Farm and Shaw Lanes.
      o See the Map for Parade Entries.
      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.

During the Parade
   • To ensure safety, items, e.g., candy, toys, etc., must not be thrown from floats or vehicles to parade spectators. Groups violating this rule will be asked to leave the parade.
      o Items may be passed out curbside by walkers accompanying the group.
      o Items other than candy must be approved by the MSU Alumni office prior to the parade.
   • Groups are not allowed to stop at the judging stand.
   • All groups should maintain an equal distance during the parade route - two to three car lengths is an appropriate distance. 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.

End of the Parade
   • The parade concludes at the corner of Farm and Shaw Lanes on the MSU campus.
   • As groups approach the end of the parade route, a parade volunteer will approach your group to retrieve the staging number/neon green sign.
   • Groups must either turn right on to N Shaw Ln or proceed further down Farm Ln past S Shaw Ln.
   • Do not stop vehicles or floats immediately after turning right on N Shaw Ln and unload passengers. This is very dangerous as other vehicles and floats are also exiting the parade route and vehicles and floats should proceed at least 50 to 100 feet on N Shaw Ln before stopping.
   • Anyone riding on a vehicle or float should exit with caution and move off the road as soon as possible.
   • All parade participants should be cautious and move off the road as soon as possible.
Parade Awards
- For 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.
- For 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.

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.

Inclement Weather
- The parade takes place regardless of rainy conditions.
- In the event of severe weather, for the safety of all involved, the parade will be cancelled. Should this occur, groups will be notified by email.

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.

Cancellations
If you need to cancel your group’s participation in the Homecoming Parade, contact me via email at carnah10@msu.edu immediately so we can adjust and plan accordingly. Per the Homecoming Overview and Information if a parade entry fails to show the day of the parade, the group will not be eligible to participate the following year.

Questions
Through September 21, contact me via email at carnah10@msu.edu if you have any questions.

On September 22, please understand that parade day is very busy and hectic for the MSU Alumni Office as we work to bring the Homecoming Parade to fruition. If you have any questions, we request that you first try to find you answer in the documents available on our Homecoming Parade webpage.

Please do not contact the MSU Alumni Office general office number or email.
If you really need to get in touch with us, contact me via phone or text at 231-313-0244.

Thank you and Go Green!

Amy Carnahan
MSU Alumni Office