



# Westerner Days Parade

## Application and Guidebook

### July 15, 2026

**NEW**

# Westerner Days Fair & Exposition Parade Application & Guidebook

## Parade Theme 2026

**Our parade theme, “Golden Days at the Fair,” celebrates the moments that make the fair unforgettable.**

The joy, traditions, and shared experiences we return for year after year is a reminder to slow down, soak it in, and do it for the memories that connect generations and bring our community together.

Floats and entries are encouraged to capture the magic of fairs past and present, from the laughter spilling out from carnival rides to the pride of prize-winning exhibits and the warm glow of golden summer days. These are the moments that stay with us. The reason we come back, year after year, to do it for the memories.

Gold and warm tones, vintage fair imagery, ribbons, lights, and harvest accents can help bring this feeling to life. Carousel horses, Ferris wheels, and scenes of families enjoying classic fair fun reflect the simple joys that turn a day at the fair into lifelong memories. Together, the parade becomes a celebration of golden moments, honouring the memories that shaped us while creating new ones worth coming back for, year after year.

## Viewers Choice Award for Best Float



Each parade float will feature a QR code that allows attendees to cast a live vote for the Best Float. This interactive element invites spectators to engage directly with the parade, support their favourite entries, and be part of the excitement. Votes will be tallied and the top-voted float will be awarded a prize in recognition of their creativity and effort. (Plus bragging rights!)

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## Rules and Regulations

In order to ensure a safe and rewarding Parade Day experience for both participants and the audience, the Westerner Days Fair & Exposition Parade Committee, in consultation with the Westerner Park Management have developed, and will enforce, the following rules and regulations.

Please read the following documentation carefully and completely and ensure that all members associated with your entry are familiar with these rules and regulations.

Members of the Parade Committee can be identified on the morning of the parade by the orange safety vests and will be monitoring entries to identify issues that are deemed to be in direct conflict of these rules and regulations.

The parade route is approximately 3.4 kilometers in length and takes approximately 1 hour to complete. No entries in the main parade will be permitted to perform maneuvers or stunts on the parade route that will interfere with the constant forward motion of the parade. Participants are asked to stay 3 - 5 feet from the curb and maintain a forward motion.

Risky activities that could lead to injury or an accident will not be permitted on any entry. These include, but are not limited to, the use of water guns, excessive activity, and dispensing candy or any other items to the crowd that will entice observers onto the parade route. If it is felt that an entry is posing a risk to anyone by activities occurring on, or affiliated with the entry, they will be asked to discontinue such activities.

Members of the parade committee reserve the right to remove any entry, at any time, based on their assessment relating to concerns for safety, interference with the progress of the parade or any other reason that is deemed appropriate. Failure to comply with the request shall result in removal from the parade and the entry will be subject to a minimum one-year suspension from participation in the Westerner Days Fair & Exposition Parade.

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## Rules and Regulations cont.

1. To ensure space allotment, we require the completed application form and supporting insurance certificate(s) be received by the Westerner Park Administration Office **no later than 4:30 PM on June 16, 2026**. This will allow time for review of the entry application and issuance of a permit upon acceptance.
2. All applicants will assume all liability relating to or arising from their involvement in the Westerner Days Fair & Exposition Parade. The applicant shall indemnify and hold harmless the Westerner Exposition Association, Westerner Park and The City of Red Deer of any claims, actions or causes arising from his or her participation. The proof of insurance form(s) provided with your Parade Application must contain prohibition against cancellation or material change that reduces or restricts the insurance except on 30 days prior notice to Westerner Park, naming **The City of Red Deer and The Westerner Exposition Association** as additional insured under your public liability policy. This form must be completed and remitted to Westerner Park for the application to be considered.
3. If you have not received your permit and confirmation package by July 8, 2026, please phone Westerner Park at 403-343-7800. Floats without permits will be turned away at marshalling grounds.
4. **All entries must be decorated and in the marshalling area by July 15, 2026 by 8:45 am. Security for the marshalling area will be provided from 6:30 pm on July 14, 2026 to 6:30 am on July 15, 2026.**
5. All entries must enter the marshalling area on 48th Avenue and will be escorted to the respective area via the 43rd Street entrance to the arena grounds. Only actual entries (no additional support vehicles) will be allowed in the marshalling area and all materials needed to complete the entry must arrive with the entry itself.
6. Parade position will be assigned by members of the parade committee.
7. The number of separate units in any non-livestock entry may not exceed two (2).
8. **To ensure the comfort and safety of spectators viewing the Parade, bubble machines, water guns, or any apparatus that shoots water or other material(s) are strictly prohibited.**
9. ***No material may be handed out or thrown from any parade entry along the parade route. Distribution of gifts, merchandise, literature, candy, or other material at any time along the parade route is strictly prohibited. Physical contact (handshakes/high fives are not permitted).***
10. All vehicles must be clean and decorated to a minimum of 80%. Float tow vehicles must be clean and decorated tastefully (not necessarily 80%) to compliment the rest of the entry. Any vehicle, which does not meet decoration requirements, will not be permitted to enter the parade route.
11. **Parking is the responsibility of each individual parade participant. Westerner Park is unable to provide parking assistance or reserved parking. We recommend arriving early to ensure ample time to secure parking.**

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## Rules and Regulations cont.

12. Motorcycle entries must be 80% decorated in such a way that it does not impede the safe operation of the unit. Limit of 5 per group. Motorcycles may be displayed undecorated as a float entry (flat deck with tow vehicle). All decorating rules pertaining to floats will apply. Float tow vehicles must be clean and decorated tastefully (not necessarily 80%) to compliment the rest of the entry.
13. **Wrapped vehicles must be decorated to a minimum of 80% in addition to their “wrap”. Murals, wrapped vehicles and custom paint jobs may be incorporated into the design of the decoration but are not considered decorations.**
14. Protective equipment, especially helmets, must be worn for motorcycles, rollerblading, biking, and skateboarding.
15. Livestock participants under the age of 16 are required to wear protective helmets.
16. Adequate supervision of children and youth must be provided, prior to and during the parade. For any entry with “walkers” (ie. staff members, volunteers, kid/adult sport organizations, etc. that are walking with/without a float), must be supervised, and adhere to the additional walking guide provided during Route. Minimum: one (1) adult to every five (5) children.
17. All drivers must have a valid driver’s license. All entries must allow drivers a 180-degree view of the route at all times and emergency exit accessibility must be available, if required. All entries, detached or otherwise, should have direct communication with the driver.
18. Adequate ventilation for exhaust systems is required and all non-livestock entries must be equipped with a fire extinguisher.
19. The blowing of horns, sirens and playing loud music will only be allowed on the parade route, not in the marshalling area and must be kept to a reasonable level while on the parade route. Acceptable noise levels will be determined by members of the parade committee and any requests to adjust sound levels must be adhered to.
20. No entry or activity affiliated with the entry may be higher than 14 feet or exceed a length of 53 feet (total overall length). Only one towed unit per entry.
21. In accordance with the City of Red Deer Smoke Free Bylaw, there will be no smoking allowed in the marshalling area.

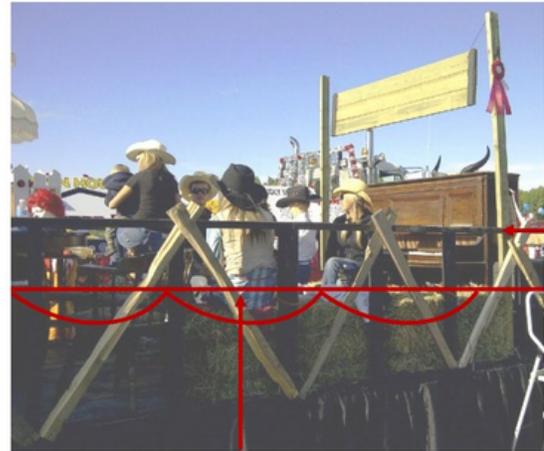
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## Rules and Regulations cont.

22. All units carrying people must be equipped with adequate restraining devices that can reasonably be considered capable of stopping anyone falling from the unit. **Anyone riding on the unit must be properly braced and seating properly anchored.**

23. No one riding on a vehicle shall extend his or her arms outside of the entry and no one shall be permitted to ride on the trunk of open vehicles and must be seated inside the vehicle.

24. The name of the sponsor may be displayed in a size appropriate to the entry, however, no additional audio or print advertising will be allowed.



It is recommended that an additional railing be placed here to ensure safety. Rope, wood, or metal may be used but must be securely anchored.

25. All livestock entries must exhibit proper disposition and be in control without assistance at all times. Livestock must be well groomed, healthy, and free of any wounds or sores. All livestock tries must be "parade-wise", and in proper condition to safely complete the parade route.

26. All tack associated with livestock entries must be in good working order and properly fitted to the animal. Draw pins on all harness entries must be properly secured.

27. All livestock entries are responsible for ensuring the parking area is clean of animal excrement upon departure.

28. If control should become a problem with any livestock entry while on the parade route, members of the parade committee will pull the entry off the route at the first appropriate location.

29. Once the parade has commenced, all entries must follow the parade route to completion, rain, or shine, barring any technical difficulties.

30. In the case of an emergency with participants or the audience, parade participants must move to the right of the parade route to allow clear, unhindered access for emergency vehicles which are normally located in the marshalling area.

***Please retain these rules for the float operator and ensure all participants with entry are aware of these rules.***

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## Westerner Days Parade Categories

### NON-LIVESTOCK CATEGORY DEFINITIONS

**DIGNITARY:** MPs, MLAs, Mayors, Reeves, Councilors, Royalty, and Citizen Award Winners. Vehicles must be decorated at least 20%.

**CIVIC:** Non- professionally decorated floats, representing a City, Town, Municipality or Civil Service (police, fire etc.). Vehicles must be decorated at least 20%.

**ANTIQUE / COLLECTOR VEHICLES:** Any non-decorated antique, vintage, classic, muscle or street rod/hot rod in their original style. Must be a minimum of 30 years old, in good running condition and carry make and vintage identification visible to the public. Persons in vehicle must be dressed in attire appropriate to period portrayed to add curb appeal.

**COMMERCIAL / CORPORATE:** Any decorated vehicle, float or unit entered by a firm or business. Must be at least 80% decorated and bear the name of the business. A charge will apply for this entry.

**COMMUNITY ORGANIZATIONS:** Non-commercial vehicle, float or unit entered by a community group that bears the entrant's name. Includes organizations providing services for children, teens or students.

**BAND:** Live marching or musical band. Must be dressed in professional uniform.

### LIVESTOCK CATEGORY DEFINITIONS

**DIGNITARY:** MPs, MLAs, Mayors, Reeves, Councilors, Royalty, and Citizen Award Winners. Vehicles must be decorated at least 20%.

**CIVIC:** Non-professionally decorated floats, representing a City, Town, Municipality or Civil Service (police, fire etc.). Vehicles must be decorated at least 20%.

**COMMERCIAL / CORPORATE:** Any decorated vehicle, float or unit **with livestock** entered by a firm or business. Must be at least 80% decorated and bear the name of the business. A charge will apply for this entry.

**HITCH:** Light and heavy horse hitch

**RIDING:** Individuals/groups dressed in costume depicting a common theme

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## Application

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

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

City / Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Key Contact Person: \_\_\_\_\_

Key Contact Cell Phone: \_\_\_\_\_

Key Contact Email Address: \_\_\_\_\_

### CATEGORY

- Dignitary     Band     Antique / Collector Vehicles     Community Organizations  
 Civic     Commercial / Corporate (\$100.00 fee required per entry)     Livestock Dignitary  
 Hitch     Riding     Livestock Civic     Livestock Corporate (\$100.00 fee required per entry)

### ENTRY DESCRIPTION

Our entry was decorated by:

- Organization Staff / Business Staff / Volunteers     A professional company  
 Not applicable (dignitary / civic and antique / collector vehicles only)

Our entry is:

- Towed     Self-propelled

Sound system:

- Recorded music     Live performers     Sound effects     None

Approximate overall length of entry (including tow vehicle) Maximum length is 53 ft: \_\_\_\_\_

Approximate number of walkers (if any) associated with your entry: \_\_\_\_\_

Please provide a detailed description of your entry:

### Viewers Choice Award Prize

- Please check the box if you would like to contribute an item to the Viewers Choice Award Prize.



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## Application

### INSURANCE

The Westerner Days Fair and Exposition Parade requires that each Parade entry carry a minimum \$2,000,000.00 public liability insurance policy, which names both **The City of Red Deer and The Westerner Exposition Association** as “Additionally Insured” under your policy for the purpose of your participation in the Parade.

Please contact your insurance carrier to arrange for a Certificate of Insurance for the Parade. Applications will only be considered completed once the Certificate of Insurance has been received.

**Please submit the Certificate of insurance to [parade@westernerpark.ca](mailto:parade@westernerpark.ca).**

This application form does not guarantee acceptance into the Westerner Days Fair and Exposition Parade. You will be notified if your application for Parade participation has been accepted once insurance documentation has been received. Your notification package will include your official permit and number to be displayed prominently on the front left corner of your entry. Please note: this number does not reflect your position in the parade. This number will allow your entry to be easily identified by parade officials

Additionally, if you are applying for a Commercial / Corporate entry, a \$100.00 fee is required upon acceptance. Please fill out the credit card information below or contact us to arrange payment.

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

By signing below, I acknowledge that I have read, and will conform to, all rules and regulations established for this event. Additionally, upon receiving notification of acceptance of our entry, we will ensure that all participants associated with our entry are informed of and will abide by the established rules and regulations; and participants are aware of possible event media coverage.

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

**If you require further information, please contact 403-343-7800 or [parade@westernerpark.ca](mailto:parade@westernerpark.ca)**

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## Westerner Days Parade Insurance Documentation

Westerner Park  
4847A - 19th Street  
Red Deer, AB T4R 2N7  
403-343-7800

Dear Parade Participant,

The Westerner Days Fair and Exposition Parade Committee requires that **each parade entry carry a minimum \$2,000,000.00 public liability insurance policy, which names both The City of Red Deer and Westerner Park as "Additional Insured"** under your policy, for the purpose of your participation in the parade.

In order to assist you, we are providing you with the following form that will indicate to us that you have coverage for the purpose of the Parade, and the amount of that coverage. Simply take this form to your insurance company and they will complete and execute it on your behalf. Once completed, it must be attached to your application in order to be considered for participation. **Applications received without insurance forms attached will be returned to applicant** and will not be accepted until all documentation required is in place. Please note that if you are using a "tow vehicle" owned by a different entity than the applicant, there must be an **additional insurance form** submitted from the owner of the tow vehicle.

We also remind you that risky activities that could lead to an accident will not be permitted on your entry. These include, but are not limited to, the use of water guns, excessive activity and dispensing candy or any other items to the crowd that will entice observers onto the parade route. If it is felt that you are posing a risk to yourself or anyone by activities occurring on, or affiliated with, your entry, you will be asked to discontinue such activities. Failure to comply with the request shall result in your removal from the parade and will be subject to a maximum one year suspension from participation in the Westerner Days Fair & Exposition Parade.

Thank you for your attention to these matters and we look forward to your participation in the 2026 Westerner Days Fair & Exposition Parade. Yours sincerely, Shelly Flint Chief Executive Officer  
Yours sincerely,



Shelly Flint  
Chief Executive Officer

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## Westerner Days Parade Insurance Documentation

**To be completed by your insurance agent** (Use for Westerner Days Parade only)

This is to certify to the WESTERNER EXPOSITION ASSOCIATION the insurance policies shown below are in effect during the term of WESTERNER DAYS FAIR & EXPOSITION.

Insured Name \_\_\_\_\_ Agent / Broker \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

Description of Named Insured's Operations to which this certificate applies:

### SCHEDULE OF COVERAGE

Limit Required  \$2,000,000  \$5,000,000  \$10,000,000  \_\_\_\_\_

	Insurer	Policy Number	Effective Date	Expiry Date
<b>A</b> General Liability	_____	_____	_____	_____
<b>B</b> Automobile Liability	_____	_____	_____	_____
<b>C</b> Excess/Umbrella Liability	_____	_____	_____	_____

### PARTICULARS OF COVERAGE

Describe by indication applicable coverage features and amount of insurance.

#### **A** General Liability

- Occurrence Form  Non-Owned Automobile Liability  Claims Made Form  Liquor Liability
- Products & Completed Operations  Personal Injury  Independent Contractors
- Employees As Additional Insured  Broad Form Property Damage  Employers Liability
- Occurrence Property Damage  Contingent Employers  Blanket Contractual Liability
- Medical Payments  All Risks Tenants Legal Liability  Cross Liability

Deductible or Retention Level \$ \_\_\_\_\_

#### **B** Automobile Liability

#### **C** Umbrella/Excess Liability

- Follows form of Primary General Liability

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## Westerner Days Parade Insurance Documentation

### LIMITS OF LIABILITY

Inclusive Limit \$ \_\_\_\_\_

Aggregate each policy period (if applicable) \$ \_\_\_\_\_

Aggregate for products / completed operations \$ \_\_\_\_\_

Inclusive Limit \$ \_\_\_\_\_

Excess of General Liability Coverage Shown Above \$ \_\_\_\_\_

The Westerner Exposition Association and the City of Red Deer are added as Additional Insured to the policy but only arising out of the Named Insured's operation in connection with and only for the term of Westerner Days Fair & Exposition including move-in / set-up and move-out / tear-down. The Undersigned hereby represents to the Westerner Exposition Association that the above policies are accurately described and have been issued to the Named Insured. This certificate is executed and signed by the Insurer, or authorized Agent/Broker of the Named Insured.

**The policy must contain a prohibition against cancellation or material change that reduces or restricts the insurance except on 30 days prior notice to Westerner Park.**

\_\_\_\_\_  
Authorized Representative (Signature)

\_\_\_\_\_  
Insurance Company or Agent/Broker

\_\_\_\_\_  
Name of Representative (Please print)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Date