



Parade Guidelines

2026 Independence Day Parade - Saturday July 4th, 2026

Please do not keep this information to yourself! All parade participants are responsible for complying with the guidelines: ***failure to follow these rules may exclude your parade unit from future parade participation.*** The strict nature of these guidelines helps to ensure safety for all parade participants and spectators.

Forms

Parade Participation Request Form

Each parade unit must fill out the Parade Participation Request Form and submit prior to May 31st, 2026. Forms will be evaluated by how the parade unit will honor our country and entertain the spectators. Units entered for the sole purpose of advertising or furthering an agenda will NOT be admitted. All units must celebrate America.

Donation Form

Donations to support the parade are requested from area businesses and for-profit enterprises that request participation in the parade. Many businesses, individuals, and organizations donate without participating and are recognized in the parade, programs, and fireworks at Hart Park.

Parade Information

Date: Saturday July 4th, 2026

Staging Time: 7:00am - 8:15am

Parade Start: 9:00am (parade will be held rain or shine)

Location: The parade will stage along Menomonee River Pkwy. and begin at the intersection of Menomonee River Pkwy. and Swan Blvd. The parade will head north on Swan Blvd. until North Ave. The parade will turn and continue east on North Ave. until 80th St.

Drop-Off Points: Hoyt Park swimming pool parking lot. Please notify *all* of your participants of the drop off points in the parking lot (marked on the map that is provided to you). It is your responsibility to

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arrange for escort or transport for children, disabled, and elderly participants from the drop off point to your assigned staging location. We do not provide transport for participants and are not responsible for heat related issues.

Pick-Up Point: Wauwatosa Civic Center (City Hall)

Vehicles: Only vehicles pre-approved by the parade chair will be allowed in the staging area. Those vehicles will be provided with an authorization card in the information packet sent 2 weeks before the parade.

Parade Distribution Guidelines

To help ensure the safety of Parade Participants and Spectators:

Literature and printed promotions may only be distributed from the sidewalk along the parade route.

You may not distribute any material in the street.

Candy landing in the street close to parade participants and moving vehicles *causes a potential safety hazard*. The temptation for children to run out into the street to retrieve candy and other handouts is too great. Thus, caution must be observed by ALL parade participants handing out favors. Candy and other handouts *must be distributed hand to hand*, not thrown from vehicles. It should be handed out *no further than 1 foot from the curb*, away from any moving vehicles in the street.

No objects may be thrown or tossed from the streets into or over the heads of spectators. This includes candy, balls, and any other items being distributed by parade participants.

Failure to follow these rules may exclude your parade unit from future parade participation. Submission of the Parade Participation Request Form constitutes your unit's acceptance of this policy.

Please share the Parade Distribution Guidelines with everyone in your unit.

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Misc. Guidelines

Insurance

All privately owned vehicles in the parade must be able to show proof of insurance upon request.

Participation Confirmation

Confirmation of parade participation is sent about two weeks prior to the parade. If a unit is not going to be included in the parade, the contact person will be notified as soon as possible after the application is received.

Attire

Everyone walking or riding the parade route should be dressed appropriately: either in a costume pertaining to your unit's theme or neatly in patriotic colors to honor our country. All aspects of the unit should be entertaining to the general public. This includes all unit participants and support people accompanying the unit.

Decorum and Prohibitions

Any alcohol, tobacco, and/or drug use before, during, and after the parade is strictly prohibited. Also, please refrain from using cell phones while participating in the parade except for emergencies.

Remuneration

Checks for units receiving payment will be mailed the week following the parade.

Theme

The focus of the parade is to celebrate our Nation's independence. Therefore, we respectfully request that all units place greater emphasis on celebrating America and entertaining the parade spectators than on advertising their business or organization. The name of your business or organization may appear on the unit, but the purpose of the unit must clearly be to honor our country and be entertaining to all: it is not a time to advertise or further a political or other agenda. Units which do not conform to a patriotic display will not be invited to participate in future parades. Please make sure your description on the Parade Participation Request Form tells us, in detail, how you will accomplish this goal.

Questions?

For questions prior to parade day, please email: tosajuly4parade@gmail.com

For questions on parade day, please call the Parade Chair Alexander Bearden: (314)-853-6542

For general parade information, please visit our website:

<https://www.wauwatosa.net/discover-tosa/community-events/independence-day-parade>

Looking forward to another great parade this year!

Alexander Bearden

Parade Chair