

# **FLOAT INFORMATION**

## **NON PROFIT STIPEND**

This year, we will be offering \$200 for the first 10 non-profit organizations that submit an application and are approved for Parade participation. This money can be used to offset the organization's cost for decorating and participation in the parade!

## **"BEST FLOAT" AWARD!**

Each year, 3 winners are selected from all of the floats. Winners are judged during the parade lineup and presented with a trophy and sign to put on their float. Not only do you get bragging rights, but the winners are presented with the following:

1<sup>st</sup> Place: \$500

2<sup>nd</sup> Place: \$300

3<sup>rd</sup> Place: 100

## **IN ORDER TO QUALIFY, FLOATS MUST**

- Represent your version of the Yankee Homecoming Theme for the year. For this year the theme is: "There's Only One Newburyport".
- The float must be pulled or trailed behind a vehicle
- The float must have signage representing the group

***Please note, a decorated car with a sign does not constitute a Float and cannot win in the "Best Float" competition, and does not qualify for the \$200 stipend for nonprofit floats.***

## **BEST-IN-CLASS IDEAS**

- **Make the Float Feel Finished:** Add a skirt or fringe around your trailer. This helps make the float finished. Click [HERE](#) to see an example
  - Covering most of the trailer with inexpensive wrap helps give the finished look

- We want you to represent your organization in the best possible way! Having a fun, “finished” float highlights your organization and has people take notice!
  - Banners along the side are an easy and cheap way to make your float feel more finished. (Click on the inspiration photo link below). A 3 ft x 8ft banner can run as low as \$30. [Click here for an online Banner resource](#)
- **Remember HEIGHT!** The best floats are those that have multiple levels. Viewers from the street can more easily see things that are higher off of the ground, so building height into your float helps bystanders appreciate your float. How do you get height?
    - Have differing platform levels on your trailer
    - Use large-scale blow-up law decorations (if you can find one to fit your theme)
    - Build a Tall Frame that stands up around your float. You can use this to hang signage or other decorations
    - Have large helium balloons that float above the Trailer or a balloon arch.
    - Pool noodles, PVC pipe, and Styrofoam blocks are all great “building” materials
    - Consider using floral sheeting or preprinted backdrops to decorate
- **BIG and BOLD:** Viewers cannot see small details. Consider using strong, bold colors to decorate the float, and make sure decorations and letters are big and bold! See the inspiration photos attached to see how a few BIG colorful items can make a huge impact
- **CONSISTENCY IS KEY:** Do you want everyone to immediately recognize that the people walking or riding on your float all belong together? Consider having people wear similar clothing- or even branded T-Shirts!

Click here to see some ideas that represent the ideas of colorful, Big and bold, impactful and creative. Note how people have finished the floats and got high into the float.















