



July, 2010

Parade Enthusiast:

We are pleased to cordially invite you to submit your application for entry into the 2010 NEEWOLLAH Grand Parade. Our 2010 Neewollah theme is "Somethin' Special!"

NEEWOLLAH is Halloween spelled backwards. The celebration started in 1919 and is the largest and oldest annual celebration in Kansas. NEEWOLLAH is a week-long celebration, consisting of a musical, coronation and ball, performances by nationally known musical talents, children's parade, carnival, and is climaxed on Saturday with the Grand Parade.

We want to express a few very important guidelines for this year's parade and your entry. Please make every effort to adhere to these points. These guidelines are as follows:

- ❖ All entries **MUST** be either decorated in a traditional parade format (float, etc.) or in a Halloween format. Our parade has grown to a very lengthy size and we are being more selective with the entries. In the past, we have seen many undecorated vehicles which are entered solely to have a presence in the parade. These types of entries **will not** be allowed. We suggest that if you may have fallen into this category in the past that more effort will be necessary this year by either trying a different approach all together or truly decorating your entry. We are also requesting only pickup trucks pull floats. One great idea is to host an employee decorating party. The only exception to the decorating policy will be the following: military units, antique cars, antique tractors, horse units, political entries & first responders.
- ❖ The entry form has a "Description" area which must be completed. This area is required information for a few reasons. First, it will assure that your entry will meet the above guidelines. Second, your description will allow the radio and TV announcers to properly describe your entry and give you the best exposure possible. Finally, we are requesting that all non-float entries provide a color photo of your entry which we can attach to the entry form for the announcers.
- ❖ **This year your entry form must be to us no later than Thursday, October 7th. Additionally, those entry forms turned in first will receive priority in the line-up.** The task of attempting to organize over 160 entries in time to place your name in the paper and in time to properly organize the parade makes this necessary. Your cooperation will be greatly appreciated.
- ❖ **We will put the final lineup order for the parade, a map of the parade route and surrounding areas, and a confirmation letter in the mail.** You should receive it around October 19<sup>th</sup>.

This year's NEEWOLLAH Grand Parade will be held on Saturday, October 30, 2010, starting at 11:00 a.m. and will follow a 14-block route in downtown Independence. As in the past, we anticipate more than 60,000 spectators lining the parade route. In addition, the parade is broadcast over our local cable television station. This year's NEEWOLLAH Grand Parade is expected to consist of approximately 160 units. Additionally, we hope to have a military fly-over. An entry form is available for your convenience of use and the general purpose form can be found at [www.neewollah.com](http://www.neewollah.com). Please either mail your response to us at the address below, fax it to us at 620-332-3108, or scan and email the form to us at [neewollahparade@hotmail.com](mailto:neewollahparade@hotmail.com).

If you should have questions or need additional information, please feel free to email, call or write. After October 1<sup>st</sup> you may also call the Neewollah Headquarters.

**Neewollah 2010: Somethin' Special!**

Sincerely,

Andy Watkins and Jeff Gettler

Grand Parade Chairpersons

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