



The Sunnyvale Downtown Association & City of Sunnyvale proudly present...

2011 Sunnyvale Howl'oween Pet Parade & Faire

October 30th, Downtown Sunnyvale, CA.

Parade Hours

Sunday 11a.m. - 12:30p.m.

Pet Faire Hours

Sunday 11:30a.m. - 4:30p.m.

Parade & Faire Highlights

Best Pet Costume: Judges will be looking for the Top 3 best costumes. Criteria will range from funniest, most creative & scariest costumes.

Best Human Costume: Three age groups: 6 & under, 7 - 15 & 16 & over. (see above criteria)

Best Combo Costume: The pet and owner's costumes must share a theme, concept or idea. (this category is limited to a minimum of 2 participants and maximum of four participants)

Best Group Costumes: The pet and owner's costumes must share a theme, concept or idea. (this category is limited to a minimum of four participants and maximum is unlimited amount of participants)

Best Float: All floats must be "foot power" floats.

Pet Talent Show: Pet owners showcase their Pet's talents in an "American Pet Idol" atmosphere.

Pet Lover Village: Organizations & companies share information and products that bring health and happiness for you and your pet.

Kissing Booth: For just 1 dollar step right up and get a kiss from ... proceeds to benefit ...

Dog Treat Stacking Contest: Human contestants of all ages will have 30 seconds to see who can create the tallest tower of dog treats.

PET PARADE REGISTRATION FORM

Sunnyvale Howl'oween Pet Parade Sunday, October 30th, 2011

By registering in advance you are guaranteed participation as well as receiving the official Howl'oween Pet Parade button and ribbon. Show your personality by dressing up your pet and yourself in your best creative costume!

Pet's Name _____ Type/Breed _____ Weight _____

Human's First Name: _____ Last Name: _____

Address: _____ City, Zip: _____

Phones: Day () _____ Eve: () _____ Cell: () _____

Email Address: _____

Child's Name/Age: _____ Individual or Group (how many) _____

On a separate sheet please list other children's information.

For Groups & Floats Only

Group Name: _____

Please provide the names of those who will lead the group in the parade:

We would like to identify your group with a brief sentence as it passes the receiving stand. Please provide a short statement about your group, its history, purpose or what you believe is most significant:

What type of group are you and what will you be doing (if anything) as you march:

How many marchers and what ages:

How many and what Pets: _____

Anything else we should know: _____

Participation Packs

All participation packs will be mailed or emailed to you.

Included Materials

Pet Parade Instructions
Map of Assembly Areas
Entry Number
Parade Route

Mailing

Please mail registration forms by October 14th, 2011.

Sunnyvale Howl'oween Pet Parade

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www.SunnyvaleDowntown.com

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Sunnyvale Howl'oween Pet Parade/Pet Faire Consent Form

The undersigned do(es) hereby agree to indemnify and hold harmless the Pet Parade, Sunnyvale Chamber of Commerce, Sunnyvale Downtown Association, City of Sunnyvale & the Pet Parade Committee from any and all claims for personal injury or property damage resulting from my (our) participation in the Howl'oween Pet Parade & Pet Faire. Participant(s) agree(s) to permit photographs and video to be taken during the Sunnyvale Pet Parade & Faire to be used for the purposes of promoting and advertising the event. All photographs / video footage remain the property of the Sunnyvale Downtown Association (SDA).

Print Parent Name: _____

Signature of Parent _____ Date _____

Pets are recommended to be registered in advance.

- No registration fee required/ Walk - up registrations are welcome
- We do not allow political candidates or publicity of such, social issues or targeted special interest groups. By making an application entry, please understand the parade committee has final decision authority.
- All pets must be restrained. Female pets in heat will not be permitted.
- Costumed handlers encouraged to dress in the "Spirit of Halloween". Entries that are Creative & Zany are encouraged
- Children 12 and under with pet in the parade must be accompanied by an adult.
- Motorized vehicles including but not limited to: Tractors, golf carts, cars, etc. may not be used without prior organizer consent..
- Adults and children are encouraged to participate with their pets.
- **Parade participants check in at 10 a.m. on Taffe and Capella streets.**
- Parade route will start at Capella & Taffe traveling East to Francis.
- Judges decision is final.
- Talent Show limited to first thirty entries – 2 Minute Stage time.
- Winners will be announced during the Pet Faire following the parade at the Plaza del Sol Stage!