

2025 Otsego Plainwell Chamber  
CREATIVE ARTS FESTIVAL PARADE  
**PARTICIPATION  
INFORMATION**



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## CREATIVE ARTS FESTIVAL PARADE

CREATIVE ARTS FESTIVAL PARADE has long been an event where the community comes together to provide an outstanding family friendly event that is enjoyed by thousands of families each year. The parade creates a hometown feel through a shared experience and is designed to connect the community as we celebrate our small-town roots. The 2025 event is no different and we invite you to make this a tradition for your family, organization, or business by participating in this year's parade.

**This year's parade will be held Saturday, September 27th, 2025, at 12:45 P.M.**

## PARADE THEME

The 2025 Creative Arts Festival Parade is Sponsored by **Edward Jones- Ginger Titus** and the theme is "**Harvesting Hometown Spirit**". We invite all participants to showcase what makes our community special- our strong roots, local traditions, and the people who bring heart and connection to our hometown. Use your float, vehicle, or group entry to celebrate the season of harvest and highlight how your organization helps our community grow and thrive.

## PARADE COORDINATION

CREATIVE ARTS FESTIVAL PARADE is a private event produced and coordinated by the Otsego-Plainwell Area Chamber of Commerce which is a non-profit and non-partisan organization. Creative Arts Festival & Parade is a Family Friendly Event and we focus on providing a Free Family Festival for the community to enjoy. The event is open to the public and has a large number of partners and sponsors. Please see the event website for a full list of sponsors and partners.

Event details can be found on the Otsego/Plainwell Chamber of Commerce website <https://www.otsegoplainwellnow.org/creative-arts-festival>. If you have additional questions, please contact Miranda Beltran at 269-694-6880 or through email at [otsegoplainwellnow@gmail.com](mailto:otsegoplainwellnow@gmail.com)

### Don't Miss the Pet Parade!

We're bringing back the community-favorite **Pet Parade** as part of this year's Creative Arts Festival! This fun, furry event is **separate from the main parade** and has its own registration.

Pets of all shapes and sizes are welcome—as long as they're leashed, well-behaved, and ready to show off their hometown spirit!

To register your pet or group for the Pet Parade, please visit:  
[Pet Parade Registration](#)

*Note: All pet participants must follow safety guidelines and may not join the main parade route without approval.*

## REGISTRATION INFORMATION

Registration opens on August 1, 2025, at 8:00 A.M. All entry registrations must be completed before 5:00 P.M. on September 19, 2025, or until sold out. Registration for the CREATIVE ARTS FESTIVAL PARADE is accepted only through our online registration system at <https://www.otsegoplainwellnow.org/creative-arts-festival>. Registration is payable by credit card or debit card only. A limited number of registrations are allowed per Entry Category and registration will close once filled.

## ENTRY CATEGORIES

**Review the entry category descriptions and determine which category your entry falls under to register.** If you are unsure which category your entry belongs in, please contact the Chamber prior to registering at [Otsegoplainwellnow@gmail.com](mailto:Otsegoplainwellnow@gmail.com)

### **Marching Band Entry/School Entry**

A **Marching Band Entry** is an ensemble of musicians in uniform that march in time to the music played on instruments for entertainment at events and in parades. You may display the Marching Band name on the banner, but you cannot display a commercial sponsor name, political group, or political cause in your entry. A **School Entry** is a private or public school (including preschools, performance schools, Children's groups that provide learning). You may have the school's name on the float and/or banner, but you cannot have a commercial sponsor name, political group, or political cause on the float or vehicle, and/or banner.

### **Non-Profit Organization Entry**

A Non-Profit Organization Entry is an organization certified as a Michigan State 501-C3 organization. You may display the Non-Profit Organization name on the float or vehicle, and/or banner, but you cannot display a commercial sponsor name, political group, or political cause on the float or vehicle, and/or banner. A 501-C3 determination confirmation will be confirmed following your registration. If a registration is determined not to be a certified 501-C3 a refund and notification will be given.

### **Commercial Entry**

Commercial Entries are Businesses with an LLC. You may display the Commercial name on the float or vehicle, and/or banner, but you cannot display a political group, or political cause on the float or vehicle, and/or banner. A Certified LLC determination confirmation will be confirmed following your registration. If a registration is determined not to be a certified LLC a refund and notification will be given.

**Entry Restriction - No political groups, campaigns or causes are permitted. Only Current Elected Officials will be permitted**

## Walkers Rules & Restrictions

To maintain a safe, respectful, and family-friendly atmosphere for parade spectators and participants, all walking entries must follow these guidelines:

- Walkers must stay with their assigned float or group and continue moving forward along the route—no stopping or backtracking.
- Do not enter the crowd or cross the barricades. All interaction with spectators must stay along the parade route.
- Candy or giveaways must be gently handed or tossed toward the curb—never thrown at individuals.
- Children under age 12 must be accompanied by an adult.
- All costumes, signage, and displays must be appropriate for all ages. (No costumes or imagery that are violent, demonic, gory, or frightening in nature.)
- No profanity, political campaigning, or offensive messaging on signs, clothing, or displays.
- Absolutely no weapons, replicas, alcohol, tobacco, drugs, or other prohibited substances may be displayed or distributed.
- Animals- Not in the Pet Parade must be pre-approved, leashed, and under control at all times.
- Music and performances must be family-friendly and kept at a respectful volume.
- All participants must behave respectfully toward volunteers, spectators, and fellow parade participants.

If the above rules/restrictions are not followed, your entry in future Creative Arts Festival Parades will be denied.

**The Otsego Plainwell Area of Commerce reserves the right to revoke any individual or organization from participation up to and including the day of the parade.**

If you are unsure of your status, please contact the Parade Coordinator through the event email address [otsegoplainwellnow@gmail.com](mailto:otsegoplainwellnow@gmail.com).

## REGISTRATION CATEGORY AND FEE

Entry Category	Fee
Marching Band/School Entry	No charge
Chamber Members	No charge
Non-Profit Entry	\$50
Commercial/Business Entry	\$50
Current Elected Officials	No charge

***No refunds or substitutions will be permitted.***

## ENTRY DETAIL & LIABILITY

All required information will need to be completed at the time of registration. **Incomplete entry forms will not be accepted.** All fields on the form are mandatory.

Please gather the following information before beginning the registration process:

1. Contact Details (names, emails, phone numbers)
2. Parade Entry Commentary/write up for Parade Announcers to read as you pass by during the parade. Include information that can be used to identify and describe your entry for the Parade Announcers. Commentary/write up text is limited to approximately 50-90 characters. Remember to maintain the spirit of the event; the script should be fun to hear! **Event producers and our announcers reserve the right to edit and use the material as needed and at their sole discretion.**

### Commentary/write up Examples:

- A. *Next up is the Otsego High School Marching Band! Bringing the beat and the hometown heat—let's hear it for the rhythm of the harvest season!*
  - B. *Look who's rolling in—Otsego Head Start! These little sprouts are growing up with big community spirit.*
  - C. *Patti Herm School of Dance is here to "sow some joy" with their high-energy moves and autumn flair. Let's give them a big cheer!*
3. Credit card or debit card to complete the transaction.
  4. All organizations must include their LARA Entity ID, 501c3 Certification or EIN in the application.
  5. In consideration of the acceptance of the online application, the applicant agrees to indemnify and hold harmless the Otsego Plainwell Area Chamber of Commerce, and the City of Otsego as well as all officers, employees, and agents of those organizations, from any injury, damage or loss arising out of the applicant's participation in the Otsego Creative Arts Festival Parade.

## SOCIAL MEDIA

### FOLLOW. LIKE. SHARE.

We'd love for you to engage your friends, family, business partners, etc. using social media. Please join the [Otsego Plainwell Area Chamber of Commerce](#) in the promotion and showcasing of the annual CREATIVE ARTS FESTIVAL PARADE. Through social media channels such as Facebook, we have the power to share this great parade with a much broader audience. The Otsego Plainwell Area Chamber of Commerce will take a proactive approach in posting parade content leading up to and throughout the event. Please take a moment to Follow and Like our current Facebook account:

- Facebook: <https://www.facebook.com/otsego.chamberofcommerce>

We invite parade entrants and spectators to tag us directly using the information noted above. Additionally, we would like entries to share posts with one another using the hashtag: **#OPChamber** or **#CAF2025**

Don't forget to tag our Parade Sponsor **Edward Jones-Ginger Titus** so they can engage as well.

## SHARE YOUR EXPERIENCE

For over 38 years, the OTSEGO CREATIVE ARTS FESTIVAL has been a tradition for Otsego/Plainwell families. If you capture pictures, videos or stories from the event please consider sending these to [otsegoplainwellnow@gmail.com](mailto:otsegoplainwellnow@gmail.com). Please note, by submitting these to the Otsego Plainwell Area Chamber of Commerce, we reserve the right to utilize those images, videos, and stories in any way, but not limited to, event promotion, the website, for fliers and other printed parade materials, social media, tv broadcast, etc.

## PARADE ROUTE & ENDING DETAILS

The OTSEGO CREATIVE ARTS FESTIVAL PARADE entries are staged on **E. M89 at Platt St.** The line up will stretch to the east on M89. The parade route will go directly West on M89, through town center **ending at the parking lot by OnStaff USA office**. Participants will then turn Right into the lot & continuing around to crossing over N. Farmer St proceed back to Court Street. **Please do not walk the parade route in reverse, in the street while the parade is still going.** A route map can be found in the last section in the back of this guide. Please note- the marching band will continue to proceed straight west on M89 to where buses will be parked.

## KNOW BEFORE YOU GO – PARADE ATTENDEE TIPS

- Viewing spots along the parade route are first-come, first-served.
- Be kind and respectful of other attendees, local homeowners, and businesses around the parade route.
- There are many portable restrooms on the corners of N. Farmer St & M89, S Fair St & M89. Also in the Old Harding's Parking lot and by the Methodist Church by the Vendor Market.
- Spectators should stay within the parking area on the street and sidewalks, **NEVER** run out into the parade or cross the street during the parade.
- The parade is a rain or shine event. Check the weather forecast and plan accordingly.
- Bring blankets and chairs for seating.
- Spectators must gather any trash and litter generated during the parade to ease post-event cleanup.
- Families make a day of it, pack snacks, shop vendors, enjoy free family activities or visit one of the restaurants downtown before the parade and after.
  
- Follow the instructions of parade staff, parade marshals and the public safety staff around and along the parade route.
- We invite parade sponsors, entries, and spectators to join us on social media platforms. Follow, like, share and tag us. Additionally, we would like spectators to share posts with one another using the hashtags: **#OPChamber or #CAF2025**

## VENDING

No parade registrant is authorized to vend/solicit at the Creative Arts Festival at the event staging site, de-staging areas, or along parade route, or after the parade.

Vending is only permitted in the vendors area by approved CREATIVE ARTS FESTIVAL VENDORS.

## PICTURES AND VIDEO

There are a variety of photographs and video taken throughout staging, during judging and during the parade; organizers reserve the right to utilize those images in any way necessary for, but not limited to, promotion, on the website, for fliers and other printed parade materials, social media, award applications, etc.

## IMPORTANT DEADLINES

September 27, 2025	<b>Entry check-in &amp; staging</b> Parade line-up and staging begins at 12:15pm  ***It is your responsibility to brief your parade entry participants on the check in process and all rules prior to the event. ***
	<b>Parade Go Time</b> The OTSEGO CREATIVE ARTS FESTIVAL PARADE begins PROMPTLY at 12:45 PM.

## CONTACT INFORMATION

Event & Entry Liaison: Chamber of Commerce Executive Director – Miranda Beltran  
Otsego Plainwell Chamber Office: 269-694-6880

## DISCLAIMERS

The **Otsego Plainwell Area Chamber of Commerce** is a non-profit and non-partisan organization that produces this private event for the community to enjoy. The Otsego Creative Arts Festival is a Family Friendly Event with attendees of all ages. The Otsego Plainwell Area Chamber of Commerce reserves the right to revoke any individual or organization from participation up to and including the day of the parade.

# PARADE MAP

## 2025 Creative Arts Festival Parade Route



**Stage on N Platt St**  
**Follow the yellow dash**  
**parade route**  
**and continue on the red dash**  
**to exit the parade route**

