



# NORDIC FEST

## GRAND PARADE 2026

The Nordic Fest Board invites you and your business or organization to take part in the annual Grand Parade on **Saturday, July 25 at 10:30 AM** starting at the Winneshiek County Fairgrounds (900 E Main Street, Decorah).

All entries are encouraged to incorporate the 2026 Nordic Fest theme: **BUTTER**

### ★ **New in 2026: Parade Awards!**

*Judging will take place along the parade route*

- **Best Themed Float:**
  - Awarded, by three NF judges, to the entry that most creatively and thoughtfully brings this year's Nordic Fest theme to life
- **Crowd Favorite:**
  - Awarded to the entry that receives the most community votes

Each award winner will receive \$100 in Chamber Dollars + prime placement in the 2027 Nordic Fest parade.



### **REGISTRATION DEADLINES:**

**Tier 1 Registration:** \$25 (through July 11)

**Tier 2 Registration:** \$50 (July 12 - July 18)

\*Nordic Fest Members who have contributed \$100+ in 2026 and/or are 2026 Corporate Sponsors can register for FREE until July 18, utilizing a code. If this applies to you, please check your inbox for an email with the code from Nordic Fest Membership or contact [nordicfestia@gmail.com](mailto:nordicfestia@gmail.com) with any questions.

**\*\*No entries will be accepted after Saturday, July 18.** Coordinating the parade takes a significant amount of time, talent, and organization. We appreciate your understanding and kindness shared towards the volunteers that help make the parade possible! Notification of the parade lineup order will be shared with registered entries on or before Wednesday, July 22.

### **REGISTER**

Sign up and pay online at <http://nordicfest.com/parade> or complete & return the paper form to Nordic Fest at 507 W Water Street, Decorah, IA. Checks may be made payable to Nordic Fest.

Nordic Fest is an annual celebration of Scandinavian heritage, culture, and food. We hold a parade to celebrate and highlight the businesses, organizations, & people that add vibrancy to our community. The parade is a non-political event. However, current office holders are allowed entry as current office holders, not as a candidate running for re-election or any other office.

The parade route will begin at the Winneshiek County Fairgrounds and travel down Water Street, before turning right onto Mill Street and concluding at the intersection of Mill Street and Heivly Street. All entries must then follow the route exit, as directed by the Decorah Police Department and Parade Marshals to assist with the flow of traffic. Additional details will be sent out after registration. For those registered, line-up order will be shared by or before July 22. Contact the Grand Parade volunteer coordinators at [parade.nordicfest@gmail.com](mailto:parade.nordicfest@gmail.com).



# GRAND PARADE 2026 REGISTRATION

Please complete the entire form. Incomplete forms will not be included in the parade.

Business/Organization: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip Code: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Description of Unit (truck & trailer, tractor, animals, walkers, UTV, etc):  
\_\_\_\_\_

*Note: All animals must have a clean-up crew following them.*

Will your entry include music?  No  Yes. Please describe: \_\_\_\_\_

*i.e. Live band, singing, radio, etc.*

Will your entry hand anything out?  No  Yes. Please describe: \_\_\_\_\_

*i.e. Candy, Information about (fill in the blank), etc.*

*Brief description of entry/organization/business for announcement during the parade:*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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### **ENTRY FEE:**

*Circle the option that best applies to your entry.*

*If using the paper form, drop it off or mail it to Nordic Fest at 507 W Water Street, Decorah, IA 52101. Checks may be made out to Nordic Fest.*

**\$25**

*Registering through July 11*

**\$50**

*Registering July 12 - July 18*

**\$0**

*Registering as a Nordic Fest Member  
who has contributed \$100+ in 2026,  
or as a 2026 Corporate Sponsor*

*CODE: \_\_\_\_\_*

### **PLEASE CONFIRM:**

- We have read and agree to follow the Nordic Fest Parade Entry Rules & Regulations.
- We understand that Nordic Fest reserves the right to reject or cancel any parade entry at any time, should it be determined the entry detracts from the basic purpose of Nordic Fest and/or the viewing audience.
- We agree to hold harmless Nordic Fest, Inc. and/or its staff and volunteers from any claims for personal injury, property and any fees, fines, or costs caused directly or indirectly by our entry's participation in the parade.

Signature \_\_\_\_\_

Date \_\_\_\_\_



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## PARADE ENTRY RULES & REGULATIONS

### • GENERAL

- Nordic Fest Board members and parade marshals are volunteers. All entries must follow their direction before, during, and after the parade. Coordinating the parade takes a significant amount of time and talent, and Nordic Fest appreciates your understanding and kindness shared towards the volunteers that help make the parade possible!
- Any entry deemed in poor taste or offensive to the general public will not be allowed to participate. Keep in mind the Nordic Fest parade is part of a family-friendly festival and every unit should be appropriate for this audience. The Nordic Fest Board and parade marshals reserve the right to refuse an entry, even at the morning event line-up.

### • PARADE ENTRY LOGISTICS

- A description of the unit must be included on the parade entry form. If plans change from what is described, organizers must notify the Nordic Fest Board in advance.
- Each unit must have an entry form and parade lineup number. Parade entry lineup numbers will be assigned and sent to the contact name on the entry registration. It is the contact's responsibility to share that number and information with all parties in the unit.
  - Parade order is up to the sole discretion of the Nordic Fest Board and parade marshals.
- All entry vehicles must carry adequate insurance coverage and be driven by a competent, licensed driver. The parade contact is responsible for informing drivers of the entry lineup number, lineup locations, and pick-up area.
- Though the parade is a non-political event, current office holders are allowed as an office holder, not as a candidate running for re-election or any other office.
  - Elected officials currently serving in city, county, state, and national office are permitted to appear in the parade as dignitaries and may be identified solely by name and current office.
- Parade entries are encouraged to celebrate diversity and inclusivity without promoting specific political agendas or lobbying efforts.

### • DURING THE PARADE

- For the safety of all, candy or other handouts may not be thrown from vehicles. Giveaway items must be handed to spectators by walking members of the parade entry or thrown to the curb seating area from no more than 3 feet away.
- Parade participants are permitted to distribute candy, promotional items, and/or printed materials that are family-friendly and non-political in nature. Distribution of materials promoting specific political candidates or containing extreme political rhetoric is prohibited to maintain a family-friendly atmosphere.
- Squirt guns or devices that spray water are prohibited.
- Entries with animals must have a clean up crew following them, along with an adequate water supply.
- The display of firearms is reserved for the military honor guard, local sheriffs department, and local police departments.
- It is the responsibility of each entry to maintain a reasonable pace to eliminate gaps in the flow of the parade. Volunteer parade marshals will be along the parade route and will work to help keep the parade moving.
- Any parade entry with children under the age of 18 must have adult supervision on the float/entry at all times. Adult supervision must be someone other than the driver.
- All parade entries must follow the entirety of the parade route, including the guided route exit, to assist with traffic flow as directed by the Decorah Police Department and parade marshals.