



2010 Rose Parade Facts

- Date:** **Saturday, May 15, 2010**
- Place:** **Downtown Santa Rosa**
10 AM Parade - Downtown Santa Rosa
- Courthouse Square**
12 Noon Stark Reality Battle of the High School Chefs
2:30 PM Awards Ceremony
- Theme** **Rose Pedals**
- Grand Marshall** Zoe Valrey, 10 year old Santa Rosa girl that donated her lemonade stand earnings to the parade to help keep it around for generations to enjoy.
- Staging** The parade will stage on the following streets beginning at 8am:
▪ On Sonoma Avenue from Santa Rosa Avenue to Brookwood
▪ On E Street from Sonoma Avenue to Tupper Street
▪ In City Hall Parking Lot
▪ At the Brookwood Parking lot at the Sonoma County Fairgrounds
- Route** Downtown Santa Rosa starting on Sonoma and E Street. Proceeding north on E Street, turning left onto 4th Street, proceeding to Mendocino Avenue and turning left. Down Mendocino Avenue to end at the corner of First Street and Mendocino/Santa Rosa Avenue.
- Disband** Disband walking groups and outriders by turning left and proceeding down 1st Street to D Street. Street legal vehicles proceed down Santa Rosa Avenue.

Street Closures on Saturday, May 15

- Close Sonoma Avenue from Santa Rosa Avenue to Gray Court from 7am to 1pm
- Close South E Street from Wheeler Street to Sonoma Avenue Street from 7am to 1pm
- Close South E Street from Sonoma Avenue to 4th Street from 8am to 1pm
- Close 4th Street from E Street to B Street from 8am to 1pm
- Close Santa Rosa Avenue from 5th Street to Sonoma Avenue from 8am to 1pm
- Close 3rd Street from South E to Mendocino Avenue from 8am to 1pm
- Close 1st Street from D Street to Mendocino Ave from 8am to 1pm

- Viewing** The parade will be taped by the Community Media Center and will be shown live on the internet and on Comcast Channel 26 at 10am on Parade Day. It will also be re-shown on InfoChannel 26 on Saturday, May 29 at 6pm; Sunday, May 30 at 2am; Saturday, June 5 at 6pm and Sunday, June 6 at 2am. And will be shown on OurChannel 30 on Monday, May 24 at 5am, Saturday, May 29 at 8:30pm, Sunday, May 30 at 12pm, Monday, May 31 at 5am, Saturday, June 5 at 8:30pm and Sunday, June 6 at 12pm.
- Judging Area** The judges stand will be located on the north side of the intersection at the corner of D and 4th Streets, on D Street.
- Portalets** North Bay Corporation will be bringing in portalets that will be located at the corner of E Street and Sonoma Avenue, at the corner of E Street and 2nd Street, at the corner of 4th Street and D Street and in Courthouse Square.
- Entries** We have approximately 2,900 people walking/riding in the parade and approximately 165 entries - including 24 floats, 13 school bands and 7 self-propelled entries.
- Awards** **We will be awarding 7 Special Awards and 75 Trophies**
Thomas P. Keegan Award – Best Entry Using Local History
John Bugbee Memorial Perpetual Trophy
Sweepstakes Award: Best Unit in the Parade
Best Use of Roses
Best Use of Theme
Best Use of Recycled Materials
Best Use of Color
- Contributions** The Parade has set up a PayPal account to help generate community support. To donate to the Parade go to www.roseparadefestival.com and click on the PayPal button with Zoe's picture, or log on to www.summitstatebank.com/roseparade and click on the picture of Zoe to contribute or visit a Summit State Bank branch and they will take Rose Parade donations.
- Major Sponsors:** North Bay Corporation, Community Media Center, Maverick Media, Redwood Credit Union, Luther Burbank Savings, Friedman's Home Improvement, Summit State Bank, Coddling Enterprises, Stark's Reality Restaurants, Darcy's Fine Jewelers, Kaiser Permanente, SEIU, Santa Rosa Firefighters Local 1401, Circle Bank, Vista Broadband, Planetaria, City of Santa Rosa, and hopefully your business name will be included here. We are still in the process of securing our sponsors for 2010 and will update this as we have commitments.