

# 2026 Butterfest Parade



## Churning Out Freedom: 250 Years of Red White & Butter

Parade Marshals:  
Reedsburg VFW Post 1916 & American Legion Post 350

*Dear Community Members,*

*America is celebrating it's 250th Anniversary and Reedsburg Butterfest is joining in the celebration, but with our own signature butter focus. Our theme "Churning Out Freedom: 250 Years of Red, White & Butter" recognizes America's dairy heritage that dates back to the 15th century, first as primarily small herds for family use, but growing rapidly in the 1900's to be a major industry nation-wide as well as locally. So put on your creative thinking hats as you plan your parade entries and develop your own unique interpretations for this special theme.*

*One comment that we hear a lot is "Can we bring back floats to the parade"? While floats take considerably more work and can incur more expense, they add so much to the viewer's enjoyment and draw more attention to the entry. We certainly realize that not everyone is able to do this, we're just planting the seed if some of you want to go all out this year. As always we welcome all parade entries, you are the heart & soul of Butterfest and we can't wait to see your creativity on parade June 20th!*

*Sincerely,  
Reedsburg Butterfest Committee*

**2026 REEDSBURG BUTTERFEST PARADE ENTRY INFORMATION**  
**2026 Butterfest Parade June 20, 2026 at 10:30 a.m. / Line-up starting at 8:30 AM**

**2026 Parade Guidelines:** The following guidelines have been developed in cooperation with the Reedsburg Police Dept. to insure the safety of all involved and will be strictly enforced. Please read these guidelines and share them with your parade participants. Thank you for your cooperation!

**1) No items may be thrown from the parade entry vehicle:**

You are welcome to provide candy or other goodies, but you **must** have walkers who will deliver it to the curb area so that everyone is staying out of the path of vehicles.

**2) Keep your parade entry moving along the route to avoid large gaps:**

We understand that groups like to do a short performance for the audience, but we have a limited time frame for our parade. Please be creative in finding ways to showcase your group's performance with minimal pauses.

**3) Each business/organization will be limited to one parade entry:**

We will be capping the parade to 100 entries total, and requesting that each business/organization have just one parade entry. This does not apply to the number of people either on the vehicle or walking alongside; it simply means one car/ truck/vehicle + wagon, etc. We realize there may be some exceptions to this, UTV clubs for instance, and we are willing to work with you. Please contact Mary Vethe (contact info is on the parade app) to discuss these situations

**4) Entry Fee: \$25\* Early Bird entry fee through May 30th**

**\$40\* Entry fee for entries received May 31st - June 5th**

**\*No entry fee will be charged for non profits, religious organizations, military or public service vehicles.**

**5) Deadline for parade applications:**

**May 30th** - Deadline for early bird applications

**May 31st - June 5th** - Applications accepted space permitting

**June 5th** - No applications accepted after this date

**PARADE APPLICATIONS AVAILABLE AT:**

**Reedsburg Area Chamber of Commerce:** 240 Railroad Street, Reedsburg (in-person pick-up)  
[reedsburgchamber@rucls.net](mailto:reedsburgchamber@rucls.net) (email request) 608-524-2850 (call to request)

**Reedsburg Butterfest Web Site:** [butterfestreedsburg.org](http://butterfestreedsburg.org) (electronic download)

**Please return all applications with entry fee (payable to Reedsburg Butterfest) to:**

**Reedsburg Area Chamber of Commerce (mail or in person)**

**P.O. Box 142, 240 Railroad Street, Reedsburg WI 53959**

**The Chamber is open 7 days a week, 9 am – 4 pm**

**QUESTIONS? Contact Mary Vethe 608-524-6252 / [sunset@rucls.net](mailto:sunset@rucls.net)**

**2026 REEDSBURG BUTTERFEST PARADE ENTRY FORM**

2026 ParadeTheme: Churning Out Freedom: 250 Years of Red, White & Butter  
June 20, 2026 at 10:30 a.m. / Line-up starting at 8:30 AM

**Deadline to return application forms (\$25 entry fee): Friday, May 30th**  
**Applications accepted space permitting (\$40 entry fee): May 31st - June 5th**  
**No applications accepted after June 5th or after our 100-entry limit is reached**

UNIT NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ PHONE #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY / ZIP: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

DRIVER'S CELL #: \_\_\_\_\_ APPROX. LENGTH OF UNIT: \_\_\_\_\_

ELEMENTS OF UNIT (float, walkers, truck, etc.): \_\_\_\_\_

WILL YOU HAVE MUSIC? Yes \_\_\_\_\_ No \_\_\_\_\_

**BRIEF DESCRIPTION FOR THE ANNOUNCERS:** *\*\*All entries must complete this section. If there is no information entered here, only your unit name will be announced.*

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**For Office Use:** Date received \_\_\_\_\_ Payment included \_\_\_\_\_ Fee-Exempt \_\_\_\_\_

Entry Type: Business Religious Non profit Military Public Service

Assigned parade number \_\_\_\_\_