

## Homecoming Parade Costume/Theme Guidance

### History:

Show your Badger Spirit and join in the tradition of the Homecoming Parade! The Homecoming Parade began in 1913 as the UW Marching Band and alumni marched down State Street to the alumni bonfire. The parade is as beloved a tradition as any at this university, and it's a great way to get ready for Saturday's big game!

The Homecoming Parade is intended to be all inclusive, fun, and something our University community can enjoy whether as a participant of the parade or as a spectator. When considering your plans for this year's event, question and talk through as a group what your intent and your impact with your choices.

### Questions to consider:

- Why are we considering using this scene/costume/idea to represent this year's theme and our group?
- Does it align with our group's values and/or mission?
- Does it refer to a living culture or people?
- Could it be interpreted in a different way than our intent? Does our overall plan for a float/scene, etc. encourage a costume that may be harmful?
- Am I comfortable in the costume? Are all my teammates comfortable with the outfit?
- Does it reinforce harmful stereotypes around race, gender, religion, ability, culture, mental health, or illicit content?
- Does it reflect positively on the University, City of Madison, and State of Wisconsin?

### Harmful costumes:

- Generalized representation or stereotypes of any culture or depiction of people including, but not limited to:
  - Cowboys/Indians
  - Gypsies
  - Geishas
  - Cultural subsets of a population
  - Any time you paint or tint your skin to appear a different skin tone, race or culture

### Ideas/Themes to consider for this year:

- Think of an iconic trick from campus:
  - Flamingos on Bascom
  - Statue of Liberty on Lake Monona
  - Boom box parade
- Goblins, Ghouls & Ghosts, Zombies
- Decades/Time Periods (80s, 90s, early 2000s)
- Comic Book Heroes/Marvel Heroes
- Board Games: Clue, Guess Who, Cards (Queen of Hearts, Ace of Spades, etc), Battleship, Paper/Rock/Scissors, Hungry Hungry Hippo, etc.

*The UW Homecoming parade is intended to highlight the best part of being a Badger!  
Please take this opportunity to showcase your pride in your student organization,  
department or business!*