

FLOAT

A parade float unit is an elaborately decorated 3-D figure or scene mounted on a trailer, platform, or vehicle that showcases a particular theme, organization, holiday message, or creative concept. The general shape of the float is such that the underlying structure is not visible, and the figure or scene appears to float on the surface.

Floats often feature artwork, props, banners, and sometimes people riding or performing on them. Parade floats are pulled by vehicles or tractors, and some may be self-propelled. Floats add color, storytelling, and visual excitement to the parade.

Application Example: Wonder Wagon “Adventure to Imagination” Float

The WonderWagon Float is a bright, storybook-themed unit built on a 20-foot trailer featuring an 8-foot open storybook, colorful 3D trees, rainbow paths, friendly cartoon characters, and a small castle turret for waving performers. Soft LED lights and a matching decorated tow vehicle create a cohesive, magical look. Six costumed characters—an Explorer, Forest Fairy, Knight, Princess, Dragon, and Wizard—ride and walk alongside the float, engaging children with cheerful waves, animated movements, and props like ribbon wands, bubble blowers, and floating foam stars. Designed to spark imagination, the float offers a whimsical, kid-friendly visual experience throughout the parade.