

**CITY OF ROANOKE CHRISTMAS PARADE APPLICATION AND INFORMATION**  
**December 9, 2017, 6:00 p.m.**

**Deadline to enter is November 17, 2017**

**PLEASE NOTE THAT THE PARADE FOR 2017 WILL BE ON SATURDAY  
DECEMBER 9!**

**General Parade Information:** The parade unit **MUST** relate to a **Holiday Theme and/or be of a nature to entertain and amuse children and families.** Entrants comprised of children of all ages are also encouraged. Except as noted below for law enforcement and first responders, **NO OTHER ENTRIES ARE ALLOWED OF ANY TYPE.** Entrants with children and appropriately themed floats are preferred and given precedence over all others.

Please specify the name or theme of the unit on the application form, under description of entry. **Due to limited time and space, the parade will be limited to 85 entries.** Applicants are accepted based on creativity, proposed use of theme, and type of unit. Please note that you are not accepted into the parade until you receive an acceptance letter or email from the Parade Committee after the application deadline. Make sure your parade participants and float are decorated in everything holiday themed. **NO applications will be accepted after November 17<sup>th</sup>, 2017 – no exceptions.**

**Parade Location:** Parade lineup will begin at **4:00pm** at Jefferson Street and Albemarle Avenue, in front of Carilion Clinic. The parade will step off at **6:00pm** and will march through downtown. The parade will end at the intersection of Campbell and Williamson Road (after making a right onto Williamson Road).

**Rules:** All entries **MUST** adhere to the guidelines listed below. In addition, all entries shall follow all instructions given by the parade officials.

- The Parade Committee reserves the right to accept or deny any application for entry.
- The parade will go on rain or shine.
- Entries will be received and evaluated on a first come, first served basis for entrants in each category type.
- The Parade Committee will evaluate applications based on the quality of the applicant's Holiday theme and the nature of the applicant's entertainment or amusement.
- Preference will be given in parade acceptance based on quality of theme and presence of a float. The bed of a truck is **NOT** a float.

- Entries must observe all applicable rules and regulations and follow all instructions from police and the parade officials. The parade officials assume no liability for any damage to floats, vehicles, or for any injuries or damage due to negligence of parade entrants. A spacing of 20 feet between units will be enforced.
- **No horses will be permitted.** Other animals are encouraged and should be adorned in holiday costume and decoration. All animals must be leashed and kept under control at all times. Cleaning up after animals is the immediate responsibility of the handler.
- Entrants participating in the parade are prohibited from:
  - Any presentation or representation deemed immoral by the Parade Committee
  - The drinking or simulated drinking of alcohol
  - Participants under the influence of alcohol
  - Firecrackers and or any other explosive device
  - Throwing or handing out any souvenirs, candies, literature, etc.
  - Profanity on attire, signs, banners, or audio will not be permitted
  - No working and or loaded Firearms are allowed; only prop and costume style weapons/replicas. This section does not apply to sworn law enforcement officers in the performance of their official duties.
- Stunts, vehicle burnouts or any activities that endanger the crowd or entrants are strictly forbidden and grounds for permanent ban from the parade.
- No materials of any sort (candy, toys, leaflets, etc.) are to be thrown or handed out to spectators. Parade officials and Roanoke City Police strongly discourage distribution of items from floats or any other mobile units due to safety concerns.
- Violations of any rule may result in the immediate removal of the entrant from the parade and may be banned from future participation.
- The following limits apply for ALL entrants:
  - Bands limited to 8 entries
  - Car Clubs limited to 3 entries (total of 10 vehicles per club)
  - Motorcycle Clubs limited to 3 entries (total of 10 vehicles per club)
  - Clown Groups limited to 4 entries
  - Skating/Bicycling Groups limited to 4 entries
  - Majorettes/Baton Groups/Dance Teams limited to 5 entries
  - Historical Reenactor Groups limited to 4
  - Beauty Pageant Winners limited to 4 entries
  - First Responders and members of Law Enforcement are allowed to participate as the Parade Committee deems appropriate.

- In evaluating applicants, the Parade Committee will seek to avoid redundancy in entrants and will take into consideration the number of individual participants proposed for an entrant.

The following is a list of individuals and organizations that are NOT ACCEPTABLE as Parade entrants:

- Retail stores or businesses without a float keeping with the theme
- Undecorated Commercial Vehicles
- Non-Performing/Walking Groups/Individuals
- Political Ads. **Elected officials may participate in the Parade.**

Anyone disobeying any rule will be removed from the parade immediately. Additionally, the entire entrant could be removed at the discretion of Parade officials.

Your unit must appear as described and accepted in your application. Any unauthorized changes or additions (including additional vehicles, and/or parade participants) to your accepted application may cause disqualification of your unit prior to the start of the Parade and result in a ban from participating in future DRI events.

Any walking entrants should be aware that the street could have some residual dirt or debris and should take any and all precautions necessary.

All animals (dogs, etc.) that are a part of an entry must be controlled and kept a minimum of 6 feet from bystanders at all times. Horses are **NOT** permitted in the parade.

**Parade Awards:** Awards are given to the top three entries and for special categories: Best Musical Performance, Best Decorated Vehicle Entry, and Best Interpretation of Parade Theme. Awards will be announced on Monday, December 11<sup>th</sup> on the Downtown Roanoke, Inc. Facebook Page.

**City of Roanoke Christmas Parade Application 2017**

Organization: \_\_\_\_\_

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

Address/City/State/Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email (required): \_\_\_\_\_

Description of Organization: \_\_\_\_\_

Description of entry including how it meets parade criteria discussed above (required):

\_\_\_\_\_

Number of individuals to march in parade : \_\_\_\_\_

Number of floats (Include size of entry) \_\_\_\_\_ Number of vehicles \_\_\_\_\_

Do you plan on having any props, or replicas or prop firearms with you entry? \_\_\_\_\_ If yes,

describe: \_\_\_\_\_

**Please note: There will be a limit to the number of vehicles allowed per entry**

Will your unit have sound or music? If yes, describe: \_\_\_\_\_

Does your unit include animals? If yes, what kind and how many? \_\_\_\_\_

**\*Required\***

Give a brief description of how you would like your unit announced at the Review Stand:

\_\_\_\_\_  
\_\_\_\_\_

**Parade Waiver and Release:** By signing below, I agree that I have read the rules and understand them completely and agree to abide by the guidelines set forth by the Parade Committee. I agree to be responsible for any loss or damages to property or for any personal injury sustained during this event and to hold harmless from liability the Parade Committee, Downtown Roanoke, Inc., volunteers, and sponsors.

With my signature I agree to comply to all herein. I further understand that I am fully responsible for my entire unit, including but not limited to animals, vehicles, props and children. I am responsible for any action taken or caused by my unit. If I or my unit fail to comply with all the guidelines and rules for participation, I understand that my entry can and will be removed from the parade lineup as late as 6 p.m. on parade day.

Authorized Representative (print or type) \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Send application to:**

**Downtown Roanoke, Inc., 213 Market Street, Roanoke, VA 24011  
540.342.2028 (phone) 540.344.1452 (Fax)  
scotta@downtownroanoke.org**