



Asheville Holiday Parade

Info & Rules for 2017 Parade Applicants

Asheville Holiday Parade is a complex event with many moving parts, dozens of staff and volunteers, and more than 100 entries. It only runs smoothly if everyone follows the rules, implements our guidelines and adheres to direction from organizers. Please consider your neighbors and work toward the best interest of the overall event as you make plans and communicate with your group.

- The 2017 Asheville Holiday Parade is on Saturday, Nov. 18, at 11 AM. The theme is **Holiday Magic**.
- Asheville Downtown Association's parade committee will evaluate parade applications based on **creativity** and **effort**, so plan carefully before **submitting**. Your submission will also help with planning, so be as specific and accurate as possible. Vague submissions will not be accepted.
- Notification of any substantial changes to an accepted application (adding walkers, amplification, vehicles, design elements, etc.) is required by email (kat@ashevilledowntown.org) before Friday, October 20.
- **The 2017 online application + payment (by mailed check) is due by Friday, Sept. 29, at 5 PM.** You will need to fill out the entire application to submit it (online only), and answers cannot be saved, so please gather your info prior. Applications will be evaluated once payment is received.
- Accepted entries will be listed in the parade section of our website. Please allow several weeks for updates. Accepted entries will receive a lineup number and further instructions by email prior to parade day. Denied applications will receive a fee refund.
- All vehicles (except those pulling floats) must be FULLY DECORATED. We will not accept logo vehicles as entrants without full decoration. Use of the theme is strongly encouraged.
- NO CARDS OR HANDOUTS may be given out UNLESS attached to candy or other gift. NO THROWING ANYTHING. Items can only be handed to spectators.
- Each entry must include a sign or banner with the organization's name. Your lineup number must also be posted in the front of your entry.

- Everyone walking in the parade must be dressed for a parade (coordinated outfits or in costumes). Make it entertaining! NOTE: There is only one Santa in the parade, so no entrants may dress as Santa. Hats, elves, Mrs. Claus and reindeer are okay.
- The entry described on your application must be what is presented at lineup. Vehicles not included in the application will NOT be admitted. Significant deviations from the application may result in dismissal from the parade.
- The parade will not be cancelled due to rain, cold or heat, so dress accordingly (layer beneath your costume).
- Smoking or alcoholic beverages are not allowed on any float, in any vehicle or by any participants during the parade.
- Parade entrants agree to follow direction of parade marshals, parade staff, volunteers, police and other officials.
- **NEW: Entrants must provide a photo of their fully built entry by Friday, Nov. 10, at 5 PM for evaluation by the parade committee. Please schedule accordingly.**
- MEDIA SCRIPT (Max 40 words): Each group can provide a short description of its entry, business or group, to be read by the TV anchors.
- Applicants must provide an accurate estimate of their entry's length. Please over-estimate, so we have space to accommodate everyone in the line-up.
- ANIMALS: Pets are not permitted with individual entries. Only animal-related nonprofit groups may include animals with their entry. Applicants requesting to have animals in their entry must provide info on the type and number of animals planned as well as designated handlers. All animal entries require at least one person walking behind to clean up any droppings. All parade horses must have proof of negative Coggins test.
- MUSIC: Applicants requesting to have music in their entry must provide details on its implementation and whether large speakers are planned.
- PERFORMANCES: Performance stops are at Vance Monument and last 60 seconds plus 15 seconds for setup. If you run over 60 seconds, you will be stopped. **Only groups with professional performances will be allowed performance stops.** If requesting to perform for judges and TV anchors, you must provide a web link to a video of your rehearsal or similar performance for review by our parade committee. **The video link AND accompanying music file is due by Friday, November 3, at 5 PM.** There will be

no duplication of music among groups, so first come, first served.

- JUDGING: Trophies will be awarded in various categories, so please bring your best efforts to the parade!
- PROFESSIONAL FLOAT RENTAL: A very limited number of decorated floats are available for \$1,000, including entry fee, float, truck and driver. If interested, email kat@ashevilledowntown.org for details.
- Fees are calculated based on group type and add-ons. Fees are as follows:
 - Business: Walking (no vehicle) // \$175
 - Business: Vehicle & Float // \$225
 - Business: Additional vehicle(s) // \$75 each
 - Nonprofit: Walking (no vehicle) // \$75
 - Nonprofit: Vehicle & Float // \$125
 - Nonprofit: Additional vehicle(s) // \$50 each
 - Business or Nonprofit: Equestrian carriage/rider // \$50 each
 - Public School Group: Walking (no vehicle) // \$50
 - Public School Group: Vehicle & Float // \$100
 - Public School: Marching Band or ROTC // Fee waived
- **PAYMENT INSTRUCTIONS:** Mail check, payable to Asheville Downtown Association to: Asheville Downtown Association, 29 Haywood Street, Asheville, NC 28801 (ATTN: Parade Committee). **IMPORTANT: Include entry name in check memo! Applications are not valid until ADA has received payment — before the deadline of Friday, September 29. Applications / payment received after Friday, September 29 and before Monday, October 16 will not be accepted without a \$50 late fee.**
- Applicants must agree to the following: I, the undersigned, understand that completing this application does not guarantee my entry's approval. I agree that if my entry is approved, it will meet all specifications as noted in the 2017 rules and that I will ensure each member of my group reads and understands the rules associated with this application. I understand that the entry fee will be forfeited, and I will not be allowed to go through the parade if my group violates these rules and regulations. My group is fully responsible for its actions, and it holds the parade sponsors and coordinators harmless from any and all claims for damages, injuries (including death) and property damage arising from our involvement in the 2017 Asheville Holiday Parade. I release the Asheville Downtown Association, The City of Asheville, the parade committee, parade director, ADA staff and board members, volunteers and affiliates of the foregoing of responsibility for any indemnity.

Questions? Email kat@ashevilledowntown.org.