

2023 ENTERPRISE CHRISTMAS PARADE RULES & REGULATIONS

Parade Date: Tuesday, November 28, 2023

GENERAL PARADE RULES & REGULATIONS

- ❖ The 2023 Enterprise Christmas Parade theme is “Christmas at the Movies.” All parade entries should be decorated to reflect classic Christmas movies with memorable characters. The more festive, the better!
- ❖ The deadline for all parade entry forms and payment is **November 8, 2023**. Any applications received after this date WILL NOT be accepted.
- ❖ The parade will be broadcast live on WTVY News 4 during the hours of 6:30 pm to 8:00 pm. Due to time constraints, the total number of entries will be limited to a maximum of 120 units.
- ❖ Acceptance of application is subject to approval by the Enterprise Chamber of Commerce upon review. Applicants will be notified by email to confirm acceptance or denial as soon as possible.
- ❖ Script information must be received by November 15, 2023, for all accepted entries.
- ❖ Line-up positions will be sent via email the week prior to the parade.
- ❖ ALL COMMERCIAL ENTRIES MUST BE A DECORATED FLOAT and will be charged a \$50 entry fee. Entry fees must be paid in full upon submission of application. Entry fees are non-refundable unless the application is denied.
- ❖ A limited number of pre-decorated rental floats are available for a fee of \$600, which includes application fee.
- ❖ Advertising opportunities for commercial entries that do not wish to enter a float are available through various sponsorship levels.
- ❖ All fees should be made payable to the Enterprise Chamber of Commerce.
- ❖ Each entry must be submitted on an official parade entry form. Please check to be sure that you have included each of the following (where applicable):
 - COMPLETED APPLICATION
 - SIGNED LIABILITY WAIVER
 - PAYMENT
 - SKETCH or PHOTO of FLOAT
- ❖ The Enterprise Chamber of Commerce reserves all rights to placement of all parade units. Lineup will be determined by broadcasting conditions, timing, entertainment value, and other variables that provide an enjoyable and smooth-running production.
- ❖ **NO LIVE SANTA CLAUSE** is allowed on any parade unit – there can only be ONE Santa, which is provided by the Enterprise Chamber of Commerce Parade Committee.
- ❖ All walking participants (including animals) MUST be able to keep pace with the parade. Anyone that cannot keep pace will be removed.
- ❖ **NO THROWING CANDY/OBJECTS OR HANDING OUT ITEMS FROM THE PARADE UNITS. VIOLATORS WILL BE IMMEDIATELY REMOVED FROM THE PARADE BY THE PARADE MARSHALS.**
- ❖ There will be no solicitation of funds along the parade route.
- ❖ **NO ONE MAY DISMOUNT TO GREET OR WALK OR SHAKE HANDS, etc., AMONG SPECTATORS. VIOLATORS WILL BE IMMEDIATELY REMOVED FROM THE PARADE BY THE PARADE MARSHALS.**
- ❖ All entries must be appropriate for a family audience, including but not limited to, the following: clothing, decorations, costumes, dancing, music, etc.
- ❖ All music played must be Christmas themed.
- ❖ It is a nighttime parade. Please decorate and plan accordingly. Parking lights only - no headlights or high beams on the parade route.
- ❖ All final judging will be done at the Reviewing Stand.

RENTAL FLOATS

- The cost for a basic pre-decorated float from the Enterprise Christmas Parade Float Builder is \$600. Payment will be made to the Enterprise Chamber of Commerce. Selections are limited, and will be filled on a first come, first served basis. Selected options cannot be guaranteed. All applicants will be emailed with confirmation of rental float design selection by email with lineup number.
- Payment must be received by November 8, 2023. Failure to pay in full by the deadline will void your contract with the float builder and you will not have a float in the parade. Float rental fees are non-refundable unless the float builder fails to bring rental floats.
- Rental floats will be available for additional decorating after 1:00 pm.
- Float Renters must provide their own vehicle to pull the rental float.
- Rental floats must return to the stage field immediately once the unit has driven the parade route.

ALL FLOATS

- MUST BE DECORATED IN CHRISTMAS THEME! Any float not constructed by the official parade float contractor must submit a sketch/photo of the proposed float with their application.
- MUST BE LESS than 14 feet tall to avoid power lines and traffic lights.
- All float riders should be secured for safety. Children must be accompanied by adult supervision.
- Drivers may bring/drop off their float to the staging field as early as 10 am on parade day to decorate. Entry to the staging field must come in via N Rawls St to W Watts St (GPS Address: 203 W Watts St, Enterprise, AL).
- The vehicle pulling float and driver must be in place no later than 5:00 pm and remain with the float. Late arrivals may be refused by parade officials.
- All float riders must be in place no later than 6:00 pm.
- Float Riders must dismount and be picked up behind River Bank & Trust on Railroad St.
- All floats will be reviewed for judging at the Review Stand.

MARCHING BANDS, CHEERLEADERS, DANCE TEAMS & PERFORMANCE GROUP WALKING UNITS

- Each approved Marching Band, Dance Team, or Performance Group will be exempt from the parade entry fee.
- Each entry must be submitted on an official parade application by the deadline. Application approval or denial will be confirmed via email from the Enterprise Chamber of Commerce.
- All approved entries must wear organizational uniforms or costumes pertaining to the Christmas theme.
- All members are requested not to filter back into the parade route upon completion of the parade route.
- All approved Marching Bands, Cheerleaders, Dance Teams, and/or Performance Groups will be provided with additional information and guidelines.

HIGH SCHOOL ROTC, COLOR GUARD & MILITARY WALKING UNITS

- Each approved High School ROTC, Color Guard, or Military Walking Unit will be exempt from the parade entry fee.
- Must not stop the parade route. Some exceptions may apply for special performances approved by the Enterprise Chamber of Commerce Christmas Parade Committee.
- All approved entries must wear organizational uniforms or costumes pertaining to the Christmas theme.
- All approved High School ROTC, Color Guard, or Military Walking Unit will be provided with additional information and guidelines.

OTHER WALKING UNITS

- All approved entries must wear organizational uniforms or costumes pertaining to the Christmas theme.
- Entries must be of entertainment value as determined by the Enterprise Chamber of Commerce Christmas Parade Committee.
- Walking Characters – must be able to walk the entire parade route in costume or must provide their own vehicle (*subject to parade officials approval).
- Animals – must be listed on the parade application, up to date on vaccinations, in good health, and be able to cope with crowds and other animals. Animals must also be on a leash, lead, or otherwise secured. It is the responsibility of the participant to clean up after animals immediately.

OTHER UNITS

- Special consideration may be given to other motorized vehicle units by the Enterprise Chamber of Commerce Christmas Parade Committee. Determinations will be made based upon the number of open spots and the needs of the parade.
- Entries must be of entertainment value as determined by the Enterprise Chamber of Commerce Christmas Parade Committee.
- Upon review applicants will be contacted by parade officials via email with approval or denial of application. Denied applications will receive a refund.
- All approvals determined to fit within this category will be provided with additional information and guidelines.

SPECIAL GUESTS

- Any current national or state office holders.
- Area Mayors, Enterprise City Council & Coffee County Commissioners.
- Dignitaries or other special guests approved or invited by the Enterprise Chamber of Commerce Christmas Parade Committee.
- Approved Pageant Queens.
- Any special guest or parade participant who holds more than one title must decide which title they wish to represent in the parade.
- A FLOAT IS REQUIRED AND MUST BE PROVIDED BY APPLICANT FOR ANY SPECIAL GUESTS NOT MENTIONED ABOVE

SPECIAL RULES REGARDING VEHICLES

- VEHICLES WILL BE LIMITED TO THE FOLLOWING PARADE PARTICIPANTS ONLY TO PROVIDE A VALUABLE AND ENJOYABLE PARADE EXPERIENCE! ALL OTHERS WILL NEED TO PROVIDE AN APPROVED FLOAT:
 - SPECIAL GUESTS AS LISTED IN SPECIFIED SECTION
 - MILITARY
 - MEDIA
 - HOST CITY VEHICLES
 - LAW ENFORCEMENT
 - CHARACTERS OR MASCOTS FROM BUSINESS/ORGANIZATIONS INVITED BY THE ENTERPRISE CHAMBER OF COMMERCE CHRISTMAS PARADE COMMITTEE

PARADE STAGING AREA

- The parade staging area is located in the field behind the Grocery Outlet on W Watts St (between N Main St and N Rawls St) unless otherwise notified by the Enterprise Chamber of Commerce. Enter via N Rawls St. GPS ADDRESS: 203 W Watts St, Enterprise, AL.
- Entries may be brought to the staging area as early as 10:00 am for decorating. Please see a parade official for placement.
- All motorized vehicles and drivers must be in place no later than 5:00 pm. Late arrivals may be refused by parade officials. No refunds will be given.
- All participating members (riders, walkers, bands, etc.) must be in place no later than 6:00 pm.
- There is no parking in the staging area for vehicles that are not approved entries in the parade. All participating members must be dropped off.

PARADE ROUTE

- The parade will begin at the corner of W Watts St and N Main St (at Grocery Outlet/Southeastern Cardiology) and continue down N Main to Easy St. Units will turn left onto Easy St (Bryars-Warren Drug Co) to S Edwards St. Units will turn right onto S Edwards, pass by the Coffee County Courthouse, and then turn right onto E Grubbs St to S Main St. Units will then turn left onto S Main St and end at Harrison St.
- All Floats will turn right onto W Harrison St, and right again to Railroad St (behind River Bank & Trust) and stop to safely unload all float riders.

JUDGING

- All entries will be subject to review by the official parade judges at the Reviewing Stand.
- Awards will be presented to the top 3 FLOATS based on: Originality, Decorative Quality, Innovation, and Use of Theme.
- Prize money for these awards will be:
 - 1st Place..... \$200
 - 2nd Place..... \$100
 - 3rd Place.....\$75

I HAVE READ THE ATTACHED RULES & REGULATIONS AND AGREE TO ABIDE BY THE SAME AND ANY DECISION OF THE ENTERPRISE CHAMBER OF COMMERCE CHRISTMAS PARADE COMMITTEE.

Business/Organization

Name: _____

Signed by: _____

Printed Name: _____

Date Signed: _____



For Additional Information Please Contact the Enterprise Chamber of Commerce:
Phone: [\(334\) 347-0581](tel:3343470581) Email: info@enterprisealabama.com Web: www.EnterpriseAlabama.com