# 2026 Florence Christmas Parade Application

Event Date: Saturday, December 5th
Event Time: 11:00 AM
Entry Deadline: Tuesday, November 24th
Mandatory Participants Meeting: Tuesday, December 1st

The Florence Christmas Parade is an entertainment event, designed to appeal to families and to bring the community and region together. The parade will not be a forum for intolerance or political messages. As a component of the parade, some of the parade units may be designed to honor the religious significance of the holiday season and the cultural heritage and ethnic diversity of the region. The parade committee will make decisions at its sole discretion as to the content, design, and participants in the parade.

Business / Organization Name: _____

Organization Website (if applicable): _____

Application Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Event Day Point of Contact (if different): _____

Phone: _____ Email: _____

Please describe the reason your organization would like to appear in the parade:

_____

_____

_____

**Parade Fees** *(Fees are due with application. These fees are non-refundable.)*

$100 – Non-Profits & Greater Florence Chamber of Commerce Members

$150 – Non-Chamber Members

**HOW TO APPLY**

1. Read and sign the Participant Rules & Regulations
2. Complete all required information on application
3. Send your complete application and a non-refundable* application fee to:
   Greater Florence Chamber of Commerce
   Attn: Jessica Watts
   100 W. Evans Street | Florence, SC 29501

*Please complete the information below to the best of your knowledge. This information will be used by the committee when determining the line-up.*

Approx. Number of Parade Participants: _____ Age Range: _____

Will you be broadcasting music (if so, please describe): _____

_____

Vehicle type and total length of proposed unit: IF YOU ARE PULLING A TRAILER, PLEASE INCLUDE THE VEHICLE IN THE TOTAL LENGTH. (This is to ensure we mark enough space for your unit in the line-up area): For example: truck w/ trailer – 30 feet total. Maximum length allowed is 50 feet.
**Exceptions to vehicle length may be granted but must be requested in advance and will require alternate parade route instructions.*

_____

Please select category of your entry (used for payment purposes):

- ☐ Greater Florence Chamber of Commerce Member or Non-Profit
- ☐ Non-Chamber Business, Organization, Group, etc.
- ☐ Invited Class. Invitation from: _____

**Parade Fees** *(Fees are due with application. These fees are non-refundable.)*

$100 – Non-Profits & Greater Florence Chamber of Commerce Members

$150 – Non-Chamber Members

Type of entry (please select all that apply):

- ☐ Float ☐ Motorcycle ☐ Commercial ☐ Dance Team
- ☐ Vehicle ☐ Civic/Non-Profit ☐ Band ☐ Walkers
- ☐ Youth Org. ☐ Drum Line ☐ Religious
- ☐ Other: _____

Does your participation include a performance? If yes, what kind? ☐ Yes ☐ No

- ☐ Marching Band
- ☐ Dance
- ☐ Other: _____

## Participant Rules & Regulations

*Please make a copy of these rules for your information and planning.*

1. Entrants must observe all applicable rules and regulations and follow instructions from police and parade officials or be barred from the parade. The Committee reserve the right to remove any entrant from the parade either prior to assembly, while assembling or any time during the parade.
2. ALL ENTRIES MUST BE DECORATED IN A HOLIDAY (CHRISTMAS) THEME. Please use your creativity; placing only one bow on your vehicle is unacceptable.
3. Only one (1) float or vehicle or four (4) golf carts per entry is allowed. Limit of 2 paid entries per Business or Organization. Only vehicles that are street legal will be allowed to participate in the parade. All vehicles must carry insurance.
4. Vehicles will not be allowed in the parade unless pulling a float or providing transportation for pageant entrants. Exceptions will be considered for antique vehicles and other organized specialty car groups with prior approval.
5. Only the entry vehicle is allowed to drive to the parade line-up staging area. You are responsible for informing your participants where to park and meet you at your entry.
6. **ABSOLUTELY NO materials or candy may be thrown along the parade route or distributed during parade.**
7. Forward movement maneuvers only by marching units are permitted. No units may stop forward motion for performances except in the areas designated by the Parade Committee. This stop may not exceed 90 seconds.
8. A space of 50 feet between each unit will be enforced. All units are required to close gap between units when instructed by parade officials. Failure to do so may warrant removal from the parade.
9. Drivers of any and all vehicles in the parade areas must possess a valid driver's license, be at least 18 years old, and possess all liability vehicle insurance.
10. Livestock, reptiles, wild and domestic animals shall not be in the parade unless special approval is obtained. If approval is granted, all animals must have someone to clean up, if necessary, along the parade route.
11. Only Christmas theme music will be allowed. Parade officials have the complete authority in this matter and reserve the right to withdraw any unit that does not comply with their instructions to turn down or turn off sound when instructed to do so. Failure to comply with the officials' instructions will result in immediate removal from the parade and jeopardize future participation.
12. The Parade Committee reserves the right to withdraw any unit of which costume or performance does not meet the Christmas parade rules and regulations or conform to the standards of reasonable public taste and fit the parade theme. **No Santa Claus or Mrs. Claus costumes allowed.**
13. Political campaigning is not permitted; however, political organizations and candidates may participate by entering a walking group or float that fits the theme of the parade.
14. No day-of entries allowed. Registration Deadline is November 24, 2026.

15. The Parade Committee reserves the right to accept or decline any entry.
16. A representative from each participant group must attend the mandatory meeting on December 3.
17. No soliciting (no outside vendors or anyone selling goods allowed).
18. There will be a $35.00 service charge on all returned checks.
19. Only those entries included in the "Invited Class" from Committee members will be exempt from payment.
20. There is not an alternative rain date scheduled. The parade will proceed as planned even if it rains but will be canceled if lightning exists.
21. Any individual or group found to be in violation of these rules will be warned. After the warning, if the violation persists, the individual or group will be asked to leave the parade.

**FLOATS**

1. All entries must be decorated according to a Christmas theme. All banners must be neatly lettered.
2. Participants must be costumed according to the parade theme, with no participant dressed as Santa Claus. Santa Claus is hired by the Chamber and will be in the final presentation group.
3. No participants may jump on a float to ride and not interfere with any other unit in any way. Float capacity will not be exceeded. No participants will dismount from a float during the parade route. Participants will not have body parts, particularly legs and feet, extending past the sides, front or rear of the float. This is an extreme safety hazard.
4. The Chamber will secure Santa Claus for the parade. No other Santas or Santa Sleighs are allowed to participate to preserve the magic of the parade. However, winter sleighs are permitted.

**DANCING PERFORMERS, BANDS & MARCHING/WALKING UNITS**

1. All marching units must maintain forward motion. Routines that cause gaps will not be permitted. Stopping or reversing motion will result in removal from the parade and will jeopardize future participation. Only Christmas theme music will be allowed.
2. No unit may stop forward motion to perform except in areas designated by the Parade Committee. Performance stops may not ***last more than 90 seconds***.
3. If for any reason a gap of greater than 50 feet is created, marching units must increase their pace to close the gap.
4. All members of any marching unit should be at least 10 years old. Participants must be suitably costumed with no participant dressed as Santa. Walking groups must be dressed in uniform that easily identifies walkers as a part of the same group.
5. No vehicle may accompany marching units.

**KINGS/QUEENS**

1. Kings/Queens from any Elementary, Jr. High, High School, College or recognized pageant will be considered for the parade at the discretion of the Parade Committee. Eligible entries for consideration will include private/public, elementary/secondary, college institutions and recognized pageant winners. Kings/Queens from the same school must ride in the same convertible. Kings/Queens are required to furnish their own convertibles. The driver must be at least 18 years old and have a valid driver's license. A maximum of 2 persons per vehicle (driver excluded).
2. Signage must be neat and look professional.

**LINE-UP**

1. All entries will be assigned a line-up number and receive further instructions about the parade upon receipt and approval of the application.
2. All participants must be in their line-up position with their parade registration decal visible on the dashboard of their vehicle by 10:30am or you will not be permitted in the parade. THIS WILL BE ENFORCED! If you do not have a vehicle decal, you will not be allowed in the parade line-up.

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I have read and understand the rules and guidelines listed above and recognize that our participation in the Florence Christmas Parade is based upon adherence to these rules. I agree that if my group is invited to participate in the parade, we will adhere to all rules and regulations as stated above. (Sign this page and enclose it with your completed application and application fee.)

_____ _____

Printed Contact Name Organization/Company

_____ _____

Date Signature