



Asheville Holiday Parade

Info & Rules for 2021 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.

Application and payment due Friday, October 15 by 5pm.

We respect and embrace the diversity of causes in our community; however, the parade cannot be used to promote special interests, no matter how worthy.

Participation in the Asheville Holiday Parade, produced by the Asheville Downtown Association, will be permitted only upon approval of each year's current web-based application, which must be submitted prior to the application deadline. Incomplete applications will not be considered.

The Parade Committee reserves the right to refuse an entry into the parade if, in its sole judgment, it determines that the entry is political, partisan/social issues, unlawful, obscene, vulgar, defamatory, offensive to local community standards, or otherwise considered to be inconsistent with the standards, theme, quality, or purposes of the Asheville Holiday Parade. By submitting an application, prospective applicants accept this participation policy.

We will be following the latest Covid-19 guidelines from the CDC, North Carolina, Buncombe County and the City of Asheville.

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- The 2021 Asheville Holiday Parade is on Saturday, Nov. 20 at 11 AM. The theme is **Celebrating 75 Years of Magic and Memories**. Our Grand Marshal will be announced Oct. 1.
 - 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 (info@ashevilledowntown.org) before Friday, November 5.
 - **The 2021 online application + payment (online or check) is due by Friday, Oct. 15 at 5 PM.** You will need to fill out the entire application to submit it and answers cannot be

saved, so please gather your info prior. Please contact us at info@ashevilledowntown.org if you need a paper application. Applications will only be reviewed *after* payment is received.

- Accepted entries will be listed in the parade section of our website (ashevilledowntown.org/holidays) beginning Oct. 22. Accepted entries will receive a lineup number and further instructions by email prior to parade day. Denied applications will receive a 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 like a coupon. NO THROWING ANYTHING. Items can only be handed to spectators. This is an important for the safety of attendees and entrants. You will be held responsible for any related injuries. Any entry who is seen throwing items into the crowd will be immediately removed and denied entry for future parades.
- 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 costumes). Make it entertaining! **NOTE: There is only one Santa, so no entrants may dress as Santa. Hats, elves, 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.
- We cannot accept politically related entries. This includes entries for elected officials or those running for office. The parade is not an appropriate venue for campaigning.
- No demonstrating or protesting, positive or negative is allowed by Parade participants. The parade is not the appropriate venue for this activity.
- 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. 5 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.

- LINE UP: Details concerning the line-up of the parade, where to assemble, and other parade instructions will be emailed out prior to the parade. Late arrivals may be denied participation with no fees returned. Line-up order is to be determined solely by the Parade Committee.
- 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. Music must be family friendly.
- PERFORMANCES: Performance stop is at the corner of Biltmore and Patton (near Pack Square) and lasts 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 5 at 5 PM.** There will be no duplication of music among groups, so first come, first served.
- JUDGING: Winners will be named in several categories including business/commercial, nonprofit and youth/school groups, so please get creative!
- PROFESSIONAL FLOAT RENTAL: A very limited number of decorated floats are available for \$1,100, including entry fee, float, truck and driver (generator/speakers available for \$75 each). Email info@ashevilledowntown.org for details.
- Fees are calculated based on group type and add-ons. Entries with a float/vehicle include up to 25 walkers. Fees are as follows:
 - **LARGE GROUP: Groups with more than 25 participants, add \$50 for each additional 50 participants.**
 - Business: Vehicle and/or Float // \$300
 - Business: Walking (no vehicle) // \$250
 - Business: Additional vehicle(s) // \$75 each
 - Nonprofit/non-commercial: Vehicle and/or Float // \$200
 - Nonprofit/non-commercial: Walking (no vehicle) // \$150
 - Nonprofit or non-commercial: Additional vehicle(s) // \$50 each
 - Public School Group: Walking (no vehicle) // \$50
 - Public School Group: Vehicle and/or Float // \$100
 - Public School: Marching Band or ROTC // Fee waived
 - Equestrian/Carriage Rider // \$50

- **PAYMENT INSTRUCTIONS: Our preferred method of payment is [online here](#).**
Alternatively, you can mail a 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, October 15.**
Late applications are subject to a \$50 late fee and may not be considered.

Applicants must agree to the following:

I, the undersigned, have full and complete authority to submit this application on behalf of the Business/Group identified above and to bind such Business/Group to all terms and conditions hereof. I understand that completing this application does not guarantee my Business/Group entry's approval. I agree that if this entry is approved, it will meet all specifications as noted in the 2021 rules and that I will ensure each member of my Business/Group reads and understands the rules associated with this application. I understand that the entry fee will be forfeited, and my Business/Group will not be allowed to go through the parade if any member thereof violates these rules and regulations. My Business/Group and each member thereof shall be fully responsible for its actions, and, to the fullest extent allowed by law, hereby releases the Asheville Downtown Association, the City of Asheville, the Events Committee, parade sponsors, parade coordinators, and all officers, directors, employees, volunteers, agents, representatives, and affiliates of any of the foregoing (collectively, the "Organizers") from and against any and all suits, actions, losses, damages, causes of action and claims of liability of any character, type or description, including, but not limited to, expenses of litigation, court costs, and attorney's fees, for any death, injury, or sickness (real or alleged) (each, a "Claim") arising out of my Business/Group's participation in the parade. The Business/Group hereby agrees to defend, indemnify, and hold the Organizers harmless from any Claims by such Business/Group or any of its officers, directors, employees, agents, representatives, invitees, group members, or parade participants arising out of such person(s)' participation in the parade.

Questions? Email info@ashevilledowntown.org.