



The Lowell Area Chamber of Commerce (LACC) and City of Lowell require all parade entries to comply with the Rules and Guidelines stated below and reserve the right to reject or deny any entry or message for any reason. If an entry fails to adhere to the Rules and Guidelines, its future parade eligibility can and will be affected. Parade volunteers will be stationed along the parade route and will report violations to the LACC. **Safety first is our priority!**

Lowell's Annual Night-Time Santa Parade will be held Saturday, December 2, 2023, promptly starting at 6 PM. **This year's theme is the "Twelve Days of Christmas"**. The following prizes will be awarded by the parade judges: 1st place - \$150, 2nd place - \$100, 3rd place - \$75. The entries will be judged based on the theme: use of creativity, diversity, music, lights and more lights! **Entries must be marked for judging on the application.**

The People's Choice Award will be chosen by the public via Facebook. The top ten floats will be chosen by the parade judges, and the public will vote for their favorite entry on Facebook. The entries will be posted by 10 PM, Saturday, December 2. The poll will remain open until 8 AM, Tuesday, December 5, 2023.

- **Only ONE Santa in the parade and Santa is provided by the LACC.**
- Lowell's Annual Night-Time Santa Parade is NOT a platform for addressing political and/or social issues. Any and all campaigning, promotion of a political party or advocacy for a political, or social point of view, hate speech, or other is STRICTLY PROHIBITED within the Santa Parade.
- Entries must be soundly constructed and family-friendly; neatly decorated to celebrate the holiday season and parade theme as desired.
- Both the LACC and City of Lowell Department of Public Works request that **NOTHING IS THROWN OR TOSSED (i.e. candy, coupons, frisbees, water bottles, etc.) FROM ANY FLOAT OR VEHICLE DURING THE PARADE.**
- You must be 16 and have a valid Driver's License to operate a motor vehicle. No reckless operation of motor vehicles will be allowed. Participant tow vehicles must be clean and orderly in appearance.
- All float entries must provide two (2) float "spotters," one on each side of the float to reinforce safety features. Bring flashlights for extra safety.
- Participants walking in the parade should wear clothing/costuming indicating their belonging to their entry's sponsoring group/organization. Participants must keep pace with their entry.
- Entries utilizing electricity of any sort and for any means (i.e., amplifiers, speakers, instruments, etc.) must be equipped with a fire extinguisher. All entries are subject to safety inspections.
- Entries desiring to utilize any music or sound must indicate this on their parade application.
- Entries featuring animals must be accompanied by their own sanitary/clean-up unit, i.e., scoop the poop.
- Dress for Michigan weather – boots, hats, mittens, hand warmers, and more!
- The City of Lowell Police Department prohibits burnouts by parade vehicles. Tickets will be issued.

Parade Line-up, Instructions, and Route:

- Your Parade Number will be given out when you register.
- **Parade registration begins at 4:45 PM. Parade begins at 6 PM sharp!**
- Parade entrants are required to report to the Registration Point at the corner of Hunt St and Riverside Dr.
To access Registration:
 1. From W. Main St, head North on Hudson St to Hunt St
 2. Turn east on Hunt St
 3. The Registration Point is located at the beginning / North End of Riverside Dr
- Entrants will line up to head south on Riverside Dr.
- Parking is available on side streets. Groups and organizations are strongly encouraged to carpool to the line-up area.
- Spectators wishing to meet or pick up their entry's participants at the parade route's end should make arrangements OTHER THAN walking along the parade route.
- Big units will be given specific line-up instructions.
- Big units turn right on Jackson and return to the line-up area instead of driving back on Main Street (do not allow participants to ride the float if taking this route back to line-up area for safety reasons).
- Horse units should do a U-turn at Jackson & Main St. to return to line-up area via Main St.

Parade Route:

Entrants are required to proceed south on Riverside Dr and turn east on Main St; turn north on Jackson St, turn east on Avery St. Semi-trucks and large units turn south on Jackson St to exit the parade.

Theme: Twelve Days of Christmas

Night-time Santa Parade

Parade Application

Saturday, December 2, 2023, 6 PM Sharp!

REGISTRATION BEGINS AT 4:45 PM at the corner of Hunt & Riverside

Name of Group, Individual or Business:	
Contact Person:	
Address:	
City, State, Zip:	
Telephone:	E-mail:

[Check here if your parade entry is to be judged:](#) (Entries judged from Main St.)

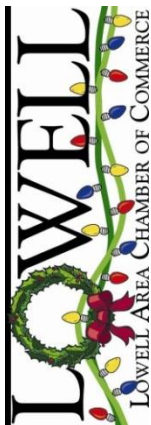
Type of Entry: Please check one in each column.

- | | |
|---|---|
| <input type="checkbox"/> Musical Group | <input type="checkbox"/> Horse Unit |
| <input type="checkbox"/> Military | <input type="checkbox"/> Float |
| <input type="checkbox"/> Non-Profit/Service Group | <input type="checkbox"/> Car -- Antique or New |
| <input type="checkbox"/> Business | <input type="checkbox"/> Truck or Tractor |
| <input type="checkbox"/> School/Youth Group | <input type="checkbox"/> Semi-Truck |
| <input type="checkbox"/> Queen and/or Court | <input type="checkbox"/> Marching/Walking Group |

Preferred Position in Parade (check one)

- Near Front Near Middle Near End

Additional Information: Please tell us how much space your entry will require and list additional information that might be important when judging your entry.



Deadline: November 22, 2023

Return to: LACC-CHRISTMAS PARADE
P.O. BOX 224
LOWELL, MI 49331
info@lowellchamber.org

PASSING OUT OR THROWING ITEMS OF ANY TYPE IS STRICTLY PROHIBITED DURING THE PARADE.
I have read & understand the Parade Rules:

Signature