



**Annual Night-Time Santa Parade
PARADE APPLICATION**

Saturday, December 6, 2025, starts at 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: _____ ZIP: _____

Cell Phone: _____ Email: _____

2025 Parade Theme: A Storybook Christmas

I would like my parade entry judged. Yes No
(Judging is from the north side of Main Street.)

I will be playing music with my entry. Yes No

Preferred position in parade. Front Middle End

Estimated total length of parade entry: _____

Entry Description & Notes: _____

TYPE OF ENTRY—CHECK ALL THAT APPLY

- Car—Antique or New
Vehicle Type _____
- Pulling a Trailer? Length _____
- Animals: Type _____ How Many: _____
- Marching/Walking Group
of People Walking/Marching (est) _____
- Semi-Truck & Large Equipment
- Tractor/Farm Equipment
- Other: _____

Deadline: November 26, 2025

- Return to: LACC-Christmas Parade, PO Box 224, Lowell, MI 49331 or email application to info@lowellchamber.org.
- Passing out or throwing items of any type is strictly prohibited during the parade!
- Only one Santa in the parade and Santa is provided by the Chamber of Commerce.
- This is a night-time parade. You cannot have too many lights!

I have read & understand the parade rules on the reverse side:

Signature

Date



The Annual Christmas Festivities & Night-Time Santa Parade will be on Saturday, December 6, 2025.

The 2025 parade theme is “A Storybook 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: creativity, diversity, music, lights and more lights! **Note: Entries must be marked for judging on the application. Judges will be on the north side of Main St.**

The top ten parade entries will be chosen by the parade judges. From the top 10, the “People’s Choice Award” will be determined via a survey link posted on Facebook. The entries will be posted by 10 PM on Saturday, December 6. The survey will remain open until 8 AM, Tuesday, December 9. The People’s Choice winner will receive \$100 LowellBuck\$.

Rules:

- **Passing out or throwing items of any type is strictly prohibited during the parade and participants may be barred from participation in future parades.**
- 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.
- **Only one Santa in the parade and Santa is provided by the Chamber of Commerce.**
- All entries with outside riders (kids on a trailer, in the back of a pick-up truck, etc.) must provide two (2) “spotters,” one on each side of the float/parade entry to reinforce safety.
- Animal entries are required to scoop their poop!

Reminders:

- We strongly encourage groups and organizations with many participants to carpool instead of bringing several cars to the line-up area. Vehicles not in the parade will use the designated drop-off block.
- Bring flashlights for extra safety.
- Dress for Michigan weather – boots, hats, mittens, hand warmers and more!

Parade line-up, instructions and route (subject to change):

- Your Parade Number will be given out when you Check-In.
- Parade entrants are required to report to the Check-In area at the corner of Hunt Street and Riverside Drive.
- Parade check-in begins at 4:45 PM. You must be in position by 5:45 PM.
- To access Check-In at Hunt Street and Riverside Drive: From Main St., head north on Hudson Street to Hunt Street. Turn east on Hunt. The Check-In area will be located at the beginning of Riverside Drive (the one-way portion).
- Entrants will be lined up heading south on Riverside Drive.
- Very limited parking is available on side streets. Please carpool and be respectful of resident property.
- Large units over 40 ft and marching bands will be given specific line-up instructions in a separate email.
- At the end of the parade route at the Lowell Methodist Church, large units must turn right on Jackson Street to exit the parade. For safety reasons, do not allow participants to ride on the float after exiting the parade route.
- Horse Units may do a U-turn at Jackson and Main Street to return to the line-up area if needed. Please wait for the parade to conclude.

Please contact the Chamber with any questions, at (616) 897-9161.