



The Annual Christmas Festivities & Night-Time Santa Parade will be on Saturday, December 5, 2026.

The 2026 parade theme is “Christmas on the Farm”. 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 5. The survey will remain open until 8 AM, Tuesday, December 8. 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 area. The park entrance is off Segwun Ave SE, south of the light. Look for the parade signs!
- 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 intersection of Bowes Rd and S Broadway.
- Parade check-in begins at 4:45 PM. You must be in position by 5:45 PM.
- Entrants will be lined up heading north on S Broadway and throughout Recreation Park.
- Parking available in the field. Carpooling is recommended.
- 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.
- Animal entries 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.

Parade Route: We will proceed north on S Broadway and turn east on Main Street; turn north on Jackson Street, and turn east on Avery Street. Semi-truck and large units turn south on Jackson Street. *The parade route is always subject to change. Parade entries will be notified via email the week before the event if changes need to be made.*



Annual Night-Time Santa Parade PARADE APPLICATION

Saturday, December 5, 2026, starts at 6 PM.
Registration begins at 4:45 PM at the intersection of Bowes Rd & S Broadway at Recreation Park. We'll start creeping towards Main Street at 5:55 PM.

Name of Group, Individual, or Business: _____

Contact Person: _____

Address: _____

City: _____ ZIP: _____

Cell Phone: _____ Email: _____

2026 Parade Theme: Christmas on the Farm

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—Make & Model _____
- ☐ Pulling a Trailer? Trailer Length _____
- ☐ Animals: Type _____ How Many: _____
- ☐ Marching/Walking Group: # of People Walking/Marching (est) _____
- ☐ Semi-Truck & Large Equipment? Type _____ Total Length _____
- ☐ Tractor/Farm Equipment Type _____ Total Length _____
- ☐ Other: _____

Deadline: Wednesday, November 25, 2026

- 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