



SYLACAUGA'S 2023 CHRISTMAS PARADE

FORTY-FIFTH ANNUAL EVENT

Thank you for your interest in participating in the 2023 Sylacauga Christmas Parade! The 45th annual Sylacauga Christmas Parade will be held on Thursday, December 7, 2023, at 6:00 p.m. The Sylacauga Christmas Parade has become one of the largest in the state and to make it the best it can be, **IT IS VITAL THAT YOU READ ALL INSTRUCTIONS.** Please read these requirements carefully before applying to participate in the parade.

ENTRY FORMS AND FEES

All units in the 2023 Sylacauga Christmas Parade must complete an Entry Form and return it by **Friday, November 17, 2023, at 12 noon** to the Sylacauga Chamber of Commerce. **There is a \$10.00 late registration fee for ALL units registering after the deadline.** The entry fee is due at the time the Entry Form is submitted. **NO MOTORCYCLES, DIRTBIKES, OR OTHER ATV'S OF ANY KIND WILL BE ACCEPTED THIS YEAR.**

ENTRY FEES :(Non-Refundable)

Chamber Member Float Fee: **\$35**
Non-Float Businesses Advertising Their Company (Cars, Truck, Golf Cart, SXS, UTV, etc.) **\$50.00**
Floats (Large and Small) **\$50.00**
Pick-Up Trucks **\$50.00**
Walkers (Per Unit) **\$15.00**
Titleholders & Dignitaries (each) **\$15.00**
Horses (each) **\$15.00**

If the parade must be rescheduled due to inclement weather, the parade will be held the following day, Friday, December 8th at 6:00 p.m. **NO REFUNDS WILL BE ISSUED.

PARADE ROUTE

The parade will begin at Sylacauga High School (at the corner of North Broadway Avenue and Sixth Street) and will end up at the back-parking lot of Sylacauga High School. The parade will turn right from North Broadway onto W. Spring St and turn right onto Norton. **PLEASE AVOID GAPS – THERE SHOULD BE THREE CAR LENGTHS OF DISTANCE BETWEEN EACH UNIT. NO ENTRY IS ALLOWED TO STOP AND PERFORM AT ANY TIME.**

SAFETY

Candy or other items MAY NOT be thrown or handed out to the crowd. In addition, the Police Department will be enforcing child safety seat laws for anyone riding in a car. Small children will not be allowed to ride on top of cars.

Absolutely no one will be allowed to ride on the hood of a vehicle.

WALKERS

Walkers must be six years of age or older. Walkers must register with parade officials and will line-up on 6th Street.

Dignitaries / Beauty Queens / Titleholders

All convertibles will enter Legion Stadium parking lot from Broadway Avenue. Number signs with the dignitaries and beauty queens name will be provided and will be placed on the cars. **ONLY convertibles for dignitaries and /or beauty queens will be allowed in the parking lot.** Drivers must register with Parade Line-up Committee immediately upon arrival. **No one may ride on the hood or roof of a vehicle. Trucks and SUVs are prohibited.**

BANDS

Bands will line up in front of Sylacauga High School. Please have a representative check-in with the parade director (at the intersection of Broadway Avenue and Sixth Street). **ALL BANDS** will line-up for parade at 5:45 p.m. on Broadway Avenue in front of Sylacauga High School in the order they will march.

HORSES

ALL HORSES MUST BE ABLE TO ACCLIMATE TO PARADE CONDITIONS. Horses must be decorated in Christmas decorations. First, second, and third place awards will be presented to the most beautifully decorated horses and costumes of the riders. Horses **MAY NOT** approach the crowd and be touched. Horses will be limited to the first **25** and must pay a registration fee of \$15 (if paid prior to November 18th.) Horses registering after December 1st will pay a \$20 entry fee. **HORSES WILL MEET AT 5:00 P.M.** in the Parking Lot behind Sylacauga High School and will be escorted to the judging area at 5:15 p.m. to be judged individually. **DO NOT ARRIVE AFTER 5:15 P.M.** Following the parade, horses will return to Sylacauga High School parking lot. Participants must check in with the horse chairperson.

JUDGING

Float judging will begin at **4:45 p.m.** All floats must be ready for judging at that time with generators running, music playing, and lights on. Floats arriving after 4:30 p.m. will be disqualified from judging. If children or other people are to be considered as part of your judging, they must be in place at **4:40 p.m.** and must remain in place until the judges have finished. Judging will be in seven categories: Overall First Impression, Creativity, Originality, Workmanship, and Materials Used. **PLEASE NOTE:** The judges will deduct points for the following:

- If your application has not been COMPLETELY filled out by the original deadline date.
- If your entry fee is not paid by the original deadline date.
- If the float arrives late.
- If your float is not ready for judging at **4:45 p.m.**
- If your generator, and/or lights, and/or music are not operating at 4:45 p.m. Once the judges have left your unit, you may turn your generators off until 5:50p.m.
- All horses must have holiday decorations

AWARDS

Five Award Presentations:

- Outstanding Theme Award – First Place
- President’s Award- Second Place
- Grand Marshal’s Award –Third Place
- Chairman’s Award-Forth Place
- Bleacher - Shirley Johnson “Spirit of Christmas Award - Fifth Place

All awards will be presented the week following the parade at the Sylacauga Chamber of Commerce.

PARADE DAY SCHEDULE

3:00 p.m.	Floats begin arriving
3:45 p.m.	Convertibles begin arriving
4:00 p.m.	Close Sixth Street and Legion Stadium parking lot
4:30 p.m.	All floats in line and ready for judging
4:30 p.m.	All float riders arrive and take their places
4:45 p.m.	Judging Begins
5:00 p.m.	Bands arrive
5:00 p.m.	Beauty queens arrive
5:15 p.m.	Horses are judged
5:15 p.m.	Grand Marshal and Dignitaries arrive
5:30 p.m.	Judging Complete
5:45 p.m.	Broadway Avenue closed in front of Sylacauga High School
5:45 p.m.	Bands take their place on Broadway Avenue
6:00 p.m.	Parade Begins

QUESTIONS

If you have questions, please call The Sylacauga Chamber of Commerce, 256-249-0308.

REGISTRATION

All units in the 2023 Sylacauga Christmas Parade must register with the Parade Line-up Committee upon arrival at the Line-Up. **Floats will register at the old Food World parking lot and then be directed as to when to enter 6th Street. All other entries will register at the corner of Broadway Avenue and Sixth Street.** Each unit will be given an assigned number to be displayed for television purposes.

FLOATS

All floats must enter Sixth Street from Main Avenue. **NOTE: ALL FLOATS MUST BE READY FOR JUDGING WHEN THEY ARRIVE AT THE LINE-UP – NO EXCEPTIONS!** Float adjustments or decorations must take place at the former Food World parking lot on Main Avenue to make those adjustments/decorations BEFORE coming to the line-up. **Absolutely no vehicle may enter Sixth Street unless they are a float or other unit participating in the parade. Sylacauga Police will issue citations to any vehicle entering Sixth Street who is not appearing in the parade.**

A line-up committee volunteer will greet the driver with specific instructions. Floats will line-up in three rows, pulling behind the float in front. Drivers must check in with parade committee immediately upon arrival to the line-up. **FLOAT MUST BE IN PLACE BY 4:45 P.M. READY FOR JUDGING.**

Non-Float Vehicle This includes non-float vehicle entries such as Firetrucks, EMS, UTV, etc. These entries will enter 6th St. from Norton and must check in with parade volunteer.

DECORATING

Decorators/designers are asked to be as creative as possible. Flat bed trailers and sports utility trailers are allowed. Other type units will be considered on an application basis. No unit may be taller than 15 feet from ground to the highest point of your decorations. Any unit arriving at the line-up whose content is in bad taste or offensive will be removed from the parade line-up. **ALL PARTICIPATING UNITS MUST HAVE CHRISTMAS DECORATIONS – NO EXCEPTIONS.** Remember, the vehicle pulling the float is also considered part of the unit.

SANTA CLAUS:

Do not use a Santa on your float. The “Official Santa” will appear at the end of the parade.

FLOAT PARTICIPANTS:

Float participants must be dropped off at one of three places: at the corner of Main Avenue and Sixth Street (car wash), at the corner of Broadway Avenue and Sixth Street (stadium parking lot); or from the alley behind Bob Wright Corporation. **NO EXCEPTIONS!**