



SIMPSONVILLE'S ANNUAL CHRISTMAS PARADE

December 3, 2017 • 3:00pm-until...

Presented by the City of Simpsonville & the Simpsonville Area Chamber of Commerce

Start the holiday season off right with the annual Simpsonville Christmas Parade. This event is a community favorite, and a great chance for the season's first sighting of Santa! Any community group or business may enter a float, performance group, or **decorated** vehicle.

Complete this application and return to the Chamber office with your payment.

Chamber Member Organizations: Free before November 15, \$15 after November 15

Non-Chamber Members: \$25 before November 15, \$40 after November 15

Group or Business Name:

Organization Website (if applicable):

Contact Name:

Title:

Address:

City:

State:

Zip:

Phone (day):

Phone (evening):

Day of Parade Contact:

Phone:

Contact Email (please print clearly):

Approximate number of participants in parade unit:

Overall Unit Length (in feet) for Line-Up (including trailer and/or tow vehicle):

Description of Unit:

AGREEMENT

I, the undersigned, do hereby agree that Parade Officials, Sponsors, Coordinators, and Volunteers are NOT responsible for accidents or injuries during or resulting from the 2017 Simpsonville Parade.

Signature_____

Date_____

Mail completed applications and payments to the Chamber office.

100 W. Trade Street, Simpsonville SC 29681

Fax: (864) 228-0003

Call the Chamber to pay with VISA or MASTERCARD: (864) 963-3781

NOTE: THIS IS A RAIN OR SHINE EVENT. NO RAIN DATE.



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Rules, Guidelines, and Restrictions

Please read carefully and keep this page for your records.

The Simpsonville Area Chamber of Commerce Christmas Parade is an entertainment event, designed to appeal to families and to bring the community and region together. The parade will not be a forum for intolerance or political messages. As a component of the parade, some of the parade units may be designed to honor the religious significance of the holiday season and the cultural heritage and ethnic diversity of the region. The parade producer, Simpsonville Area Chamber of Commerce will make decisions at its sole discretion as to the content, design, and participants in the parade.

- A. General Rules and Guidelines: The principal purpose of the parade is to entertain and develop community spirit. The appearance and decoration of all entries is of utmost importance, and vehicle or float **MUST** be decorated and **MUST** have music. By submitting your entry form, you agree to abide by these rules, guidelines, and restrictions.
 - **All entries should be in the parade line-up NO LATER THAN 2:30 PM.**
 - Parade sponsors assume no liability for any damage to floats or vehicles or any injuries or damage due to negligence of parade entrants.
 - Parade committee will have final authority over positioning of entries in the parade, the acceptability of any entry in the parade and the pace and movement of the parade in progress.
 - Should any entry allow a space of greater than ONE HUNDRED feet between itself and the preceding entry to occur anytime during the Parade, said entry shall immediately be asked to leave the parade.
- B. Floats: Floats will include prominent decorated area, with or without riders. Acceptable floats may include flatbed trucks, tractor and flatbed combinations, cab and flatbed trailer.
 - Maximum width of entries will be 16': maximum height of 14'.
 - Floats judged unsuitable because of size, safety hazard or structural weakness may be subject to removal.
 - **NO CANDY OR OTHER OBJECTS MAY BE THROWN OR HANDED TO SPECTATORS FROM FLOATS OR VEHICLES.**
Walkers accompanying floats will be permitted to pass out candy.
- C. Vehicles: Appropriately **DECORATED** vehicles will be admitted as entries in the following categories:
 - Media vans or vehicles.
 - Antique vehicles upon approval from parade committee.
 - Organized motorized units of recognized club or other organization upon approval of parade committee.
 - Cars transporting pageant winners and dignitaries.
 - Pick-up trucks transporting children, i.e., a Scout troop.
- D. Bands, cheerleaders, and other performance units.
 - Organized performance units shall be in uniform or costume, shall maintain good marching order, and shall have a banner or other identification.
 - Walking units must keep a steady pace. These groups are allowed to perform while marching, but **will not** be allowed to stop for show or demonstration during the parade.
- E. Miscellaneous:
 - Entries not covered in the above categories will be reviewed on a case-by-case basis by the parade committee.
 - There will be only **ONE** human Santa Claus in the parade.



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2016 Sponsorship Opportunities

Parade Title Sponsor - \$750 • Lowe's of Simpsonville

- The official sponsor of the Santa's sleigh at the end of the parade!
- **Paid Sponsorship Benefits**
- Business name mention in all press and media information
- Listing on the Christmas web page
- 3 months of banner ad space on two web pages
- Featured on Chamber social media
- Logo placement on signage for Christmas Parade

Premier Parade Sponsor - \$500 • One available

- The official sponsor of the Opening Banner at the beginning of the parade!
- **Paid Sponsorship Benefits**
- Business name mention in all press and media information
- Listing on the Christmas webpage
- 2 months of banner ad space on one web page
- Featured on Chamber social media
- Logo placement on signage for Christmas Parade

Friend of the Parade - \$250 • Four available

- **Paid Sponsorship Benefits**
- Free float entry with premiere spot in the line-up
- Business name mention in all press and media information
- Listing on the Christmas webpage
- Featured on Chamber social media
- Logo placement on signage for Christmas Parade

Christmas Volunteer Sponsor – Simply Your Time

- Volunteer Sponsors are asked to commit 5-10 volunteers from their organization to help with logistics on the day of the event.
- **In-Kind Sponsorship Benefits**
- Listing on the Christmas webpage
- Featured on Chamber social media
- Volunteers are invited to wear their business logo on shirts and nametags
- May choose to make business pamphlets or business cards available to spectators along the parade route