

# Downtown Longview AMBUCS Christmas Parade

2021 Theme: Light up Longview

Presented by: Peters Chevrolet

**DEADLINE FOR ENTRY: FRIDAY, NOVEMBER 12, 2021 at 5:00pm**

**Parade Date:** Thursday, December 2, 2021 at 6:30 p.m.

**Rain-Out Date:** Tuesday, December 7, 2021 at 6:30 p.m.

**Name of Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Home Phone:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Description of entry:** \_\_\_\_\_

PLEASE CHOOSE THE CATEGORIES THAT BEST DESCRIBE YOUR ENTRY:

Remember there is a charge per entry, if you have a float and a walking group, this would be considered two (2) entries. LIMIT OF TWO (2) ENTRIES PER ORGANIZATION. **PLEASE INCLUDE TRAILER LENGTH**

\_\_\_\_\_ Commercial Float

\_\_\_\_\_ Non-Profit Float

\_\_\_\_\_ pulled by semi

\_\_\_\_\_ pulled by semi

\_\_\_\_\_ pulled by pick-up truck

\_\_\_\_\_ pulled by pick-up truck

\_\_\_\_\_ trailer length

\_\_\_\_\_ trailer length

\_\_\_\_\_ Band

\_\_\_\_\_ Classic / Antique Vehicle

\_\_\_\_\_ Performing / Walking

\_\_\_\_\_ Make & Model

\_\_\_\_\_ Pageant Winner in Convertible Car

\_\_\_\_\_ Equestrian

Name & Title of Pageant Winner \_\_\_\_\_

The Longview AMBUCS Christmas Parade is organized by  
One Hundred Acres of Heritage, the City of Longview Main Street program, and Longview AMBUCS.  
Contact: 903-239-5538 Email: [info@visitlongviewtexas.com](mailto:info@visitlongviewtexas.com)

**Return Applications with payment by Friday, November 12, 2021.  
Don't Wait! Event may sell out before registration deadline.**

Make checks payable to One Hundred Acres of Heritage.  
Register By Mail: One Hundred Acres of Heritage, PO Box 1952 Longview, TX 75606  
Register in person: Visit Longview Marketplace, 109 W. Tyler St., Longview, TX 75601

Register online with credit card payment: [VisitLongviewTexas.com/ChristmasParade](http://VisitLongviewTexas.com/ChristmasParade)

Applications will not be processed without payment. No refunds issued.

# Downtown Longview AMBUCS Christmas Parade

2021 Theme: "Light up Longview"

Presented by: Peters Chevrolet Chrysler Jeep Dodge Ram Fiat

## **Parade Route**

The 2021 Christmas Parade will begin at the corner of Green and Whaley Street in Downtown Longview. The parade will travel West to Horaney, South to Methvin, and then proceed East to 3rd Street. The parade staging area will be along Whaley from Green East to Fourth. All units will re-enter the staging area at Methvin and Third Street before disbanding.

## **Judging**

Judging criteria includes compliance to regulations, relevance to the parade theme, originality, use of lights, design and color, and overall entertainment quality. Floats will be judged as you pass the reviewing stand. Awards will be given for the following categories:

- |  |  |
|--|--|
| ✿ <b>Best Of Show</b> -<br>Best Business/Commercial        | ✿ <b>Heritage Award</b> - Best Presentation<br>of Parade Theme |
| ✿ <b>Grand Marshall's Award</b> -<br>Best Lighting Display | ✿ <b>Santa's Award</b> -<br>Most Appealing to Children         |
| ✿ <b>President's Award</b> - Most Creative                 | ✿ <b>Caring and Sharing Award</b> -<br>Best Non-profit Float   |

## **DEADLINE FOR ENTRIES – FRIDAY, NOVEMBER 12, 2021 No Refunds**

Entry fees are per entry. Each entry should be accompanied by the appropriate entry fee:

- |  |  |
|--|--|
| ✿ <b>Commercial Float</b> - \$35 per entry | ✿ <b>Performing / Walking group</b> - \$35 |
| ✿ <b>Classic Vehicles</b> - \$35 per entry | ✿ <b>Vehicles</b> - \$35 per entry         |
| ✿ <b>Non Profit Float</b> - \$35 per entry | ✿ <b>Equestrian</b> - \$10 per entry       |

Please don't wait to complete application.  
We have sold out prior to the deadline in  
previous years.

APPLICATION DEADLINE:  
FRIDAY, NOVEMBER 12, 2021

PLEASE READ AND KEEP THIS SHEET FOR YOUR  
REFERENCE!

# Downtown Longview AMBUCS Christmas Parade

2021 Theme: Light up Longview

Presented by: Peters Chevrolet

WHEN: Thursday, December 2, 2021

TIME: Line up in the staging area beginning at 5:00 pm

## **IMPORTANT PARADE RULES**

1. All entries MUST reflect a decorative Christmas spirit in their floats, vehicles and costumes.
2. NO solicitation or political campaigning of any kind allowed.
3. Children age 5 and under may not walk through the parade.
4. Only classic/antique vehicles in restored condition allowed.
5. No throwing or handing out candy or other trinkets by parade participants. If your group throws or hands out anything from the parade entry, you will be banned from future parades.
6. Santa will be at the end of the Parade. Please NO other Santas.
7. Participants may NOT ride on hoods of vehicles.
8. No floats more than 40 feet in length.
9. Entry of motorcycles, ATV's, 3 wheelers or must be approved by committee.
10. All business entries MUST be trailer-drawn, decorated floats.
11. Pageant winners MUST ride in a convertible.
12. GROUP LEADERS, you are responsible for coordinating the members of your organization and making sure each member knows where and when to arrive and depart.
13. Youth groups are encouraged to decorate floats or vehicles and ride through the parade. The sponsor of any youth organization must ride on the float not in the cab of the truck.
14. Organizations, groups, or individuals that do not strictly adhere to the parade rules may be escorted from the parade premises by the LPD or Gregg Co. Sheriff's Department.
15. In the event of a cancellation of the parade due to inclement weather on both the primary date and the rain date, entry fee will be accepted as a charitable contribution to One Hundred Acres of Heritage Main Street. If your entry includes horses, you are responsible to keep them under control at all times. If unable to control your horse you will be required to leave.

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