

2026 Memphis Holiday Parade Participant Application

Parade Date: December 12, 2026 11:00am

Application Deadline: November 30, 2026

The completed application, along with all required supporting documentation, must be submitted no later than November 30, 2026, to be considered for acceptance. Applicants will be notified of acceptance decisions on November 30, 2026. There is no fee of any kind to be a participant in the Memphis Holiday Parade.

Contact Information

Name of business or organization:_____

Contact Name:_____

Address:_____ **City:**_____ **State:**_____ **Zip:**_____

Work Phone:_____ **Cell Phone:**_____

Email:_____

Parade Entry

Name of parade entry: _____

Brief description of parade entry:_____

Please complete information in <u>one</u> of the five categories below that best describes your parade entry.

Float Entries

Total length of entry, including truck, trailer, flatbed:_____

Number of people on float:_____

Number of people walking:_____

Will walker hand out items? Yes No

If yes, please specify:_____

Non-Float Motorized Entries (cars, trucks, vans, golf carts, etc.)

To ensure the safety of all spectators and participants, each entry will be restricted to a maximum of 4 vehicles.

Description of vehicle(s):_____

Total length of entry, including truck trailer, flatbed:_____

Number of vehicles in unit:_____

Number of people riding:_____ **Number of people walking:**_____

Will walker hand out items? Yes No

If yes, please specify:_____

Performing Units

Type of performance: (marching band, twirling, dance, cheerleading, etc)_____

Number of people (including chaperones):_____

Are vehicles involved? Yes No If yes, how many?_____

Will walker hand out items? Yes No

If yes, please specify:_____

Walking Units (non-band, non-performing)

What activity will you be doing?_____

Number of people:_____

Will walker hand out items? Yes No

If yes, please specify:_____

Equestrian Units or Entries with Animals

Please note that all equestrian units and other animal entries are required to have diapers on animals and/or clean-up detail in tow. Staging area and disembarkment area clean-up is also the responsibility of the group.

Type of animals:_____

Number of animals:_____

Number of people riding:_____

Are any vehicles involved? Yes No

If yes, what kind & how many? _____

Number of people walking:_____

Will walker hand out items? Yes No If yes, please specify:_____

Return application and liability disclaimer by 11/30/26 to

Jon Shivers, c/o Downtown Memphis Commission, 203 Beale Street Suite 300
Memphis, TN 38103
Phone: 901-526-0115 Email: info@bealestreet.com

Parade Guidelines

Participants must read and agree to the parade guidelines set forth:

- **Each parade entry must sign a liability disclaimer prior to the parade.**
- **Printed materials and literature are not allowed to be distributed during the parade.**
- **Because this is a city parade for Memphians with different beliefs and viewpoints, no religious or political information may be displayed at the parade.**
- **The parade can only have one Santa Claus. No one dressed in a Santa Claus suit will be allowed in the parade. Santa hats are permissible.**
- **No explosives, fireworks or firearms are allowed.**
- **No glass bottles may be held or in/on vehicles, floats, etc.**
- **Candy & free items may not be thrown out until you have gone past the Beale Street neon archway sign.**
- **The Memphis Holiday Parade does not assign numbered entries. Parade participants will line up and proceed in the order of arrival.**
- **Car clubs must have all participating vehicles enter the staging area together to ensure they remain grouped on the parade route.**

As a representative of _____, I have read and agree to the terms of these guidelines and have informed all participants involved in our parade entry of the guidelines affiliated with the 2026 Memphis Holiday Parade.

Print Name: _____

Signature: _____

Date: _____

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MUST ACCOMPANY EACH APPLICATION

2026 Memphis Holiday Parade Liability Disclaimer

The Downtown Memphis Commission, Beale Street Merchant Association, nor any of our sponsors provides liability insurance for the protection of participants, spectators, merchants or other who participate in the parade activities.

In consideration of being permitted to participate in such activity the participant does hereby release and forever discharge the Downtown Memphis Commission, Beale Street Merchant Association and all other parade sponsors, and the City of Memphis, its Officers, Officials, Employees and Agents, jointly and severally from any and all actions, causes of actions, claims and demands for, upon or by reason of any others in consequence of participating in the activities. This waiver and release expressly includes any action, cause of action, claim or demand based upon any act, omission or negligence by the Downtown Memphis Commission, Beale Street Merchants Association, other parade sponsors and the City of Memphis.

This release extends and applies to and also covers and includes, all unknown, unforeseen, unanticipated and unsuspected injuries, damages, loss and liability, and the consequences thereof, as well as those now disclosed and known to exist. The provisions of any state, federal, local or territorial law or statue providing in substance that releases shall not extend to claims, demands, injuries or damages which are unknown or unsuspected to the person executing such release at the time of execution, are hereby expressly waived.

I hereby agree on behalf of my heirs, executors, administrators, and assigns, to indemnify the Downtown Memphis Commission, Beale Street Merchant Association, other parade sponsors, and the City of Memphis, jointly and severally, and to hold the same harmless from and against any and all actions, claims, demands and liabilities, loss, damages and expense of whatever kind or nature, including attorney fees, which may at any time be incurred by them or claimed against them by reason of my participation in the parade. This holds harmless and indemnity provision expressly includes any action, claim or demand based upon any omission or negligence by the Downtown Memphis Commission, Beale Street Merchant Association, other parade sponsors and the City of Memphis and its Officers, Officials, Employees or Agents.

BY ATTENDING AND/OR PARTICIPATING IN THE ACTIVITY, YOU ARE DEEMED TO HAVE GIVEN A FULL RELEASE OF LIABILITY TO THE RELEASED PARTIES TO THE FULLEST EXTENT PERMITTED BY LAW.

Name of Organization:_____

Participant: (Print)_____

Participant: (Sign)_____ **Date:**_____

Address:_____ **Telephone:**_____

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