

CITY OF ROANOKE CHRISTMAS PARADE

Parade: December 11, 2026, 6:30 p.m.

Deadline to submit application: November 27, 2026

General Parade Information: The parade unit **MUST relate to a Holiday Theme and/or be of a nature to entertain and amuse children and families.** Entrants comprised of children of all ages are also encouraged. Except as noted below for law enforcement and first responders, **NO OTHER ENTRIES ARE ALLOWED OF ANY TYPE.** Entrants with children and appropriately themed floats are preferred and given precedence over all others.

Please specify the name or theme of the unit on the application form, under description of entry. **Due to limited time and space, the parade will be limited to 75 entries.** Applicants are accepted based on creativity, proposed use of theme, and type of unit. Please note that you are not accepted into the parade until you receive an acceptance letter or email from the Parade Committee after the application deadline. Make sure your parade participants and float are decorated in everything holiday themed. **NO applications will be taken after November 27th, 2026 – no exceptions.**

Once the parade reaches maximum capacity, a waitlist will be established. If an accepted participant withdraws, organizations on the waitlist may be contacted via phone to fill the vacant spot, potentially as late as the day before the parade. If a contacted organization does not respond or declines the invitation, the opportunity will be offered to the next organization on the waitlist.

Parade Location: Parade lineup will begin at **5:00pm** at the intersection of Jefferson Street and Albemarle Avenue, in front of Carilion Clinic Jefferson Plaza (1030 South Jefferson St). The parade will step off at **6:30pm** and will march through downtown. The parade will end at the intersection of Campbell and Williamson Road (after making a right onto Williamson Road).

Rules: All entries **MUST** adhere to the guidelines listed below. In addition, all entries shall follow all instructions given by the parade officials.

- The Parade Committee reserves the right to accept or deny any application for entry.
- The parade will go on rain or shine.
- Entries will be received and evaluated on a first come, first served basis for entrants in each category type.
- The Parade Committee will evaluate applications based on the quality of the applicant's Holiday theme and the nature of the applicant's entertainment or amusement.
- Preference will be given in parade acceptance based on quality of theme and presence of a float. The bed of a truck is **NOT** a float.
- Entries must observe all applicable rules and regulations and follow all instructions from police and the parade officials. **The parade officials assume no liability for any damage to floats, vehicles, or for any injuries or damage due to negligence of parade entrants. A spacing of 25 feet between units will be enforced.**
- Any participant who is driving their float shall be aged 18+ and have a current and valid driver's license.
- Any street-legal vehicle that is a part of the parade in any way shall have current and up to date tags, as well as a current state inspection sticker.
- **Horses will NOT be permitted.** Other animals are encouraged and should be adorned in holiday costume and decor. Animals must always be leashed and kept under control. Cleaning up after animals is the immediate responsibility of the handler.
- Entrants participating in the parade are prohibited from:
 - Any presentation or representation deemed inappropriate or immoral by the Parade Committee.
 - The drinking or simulated drinking of alcohol.

- Participants under the influence of alcohol.
 - Firecrackers and other explosive devices.
 - Throwing out any materials to spectators; i.e. souvenirs, candies, literature, etc.
 - Profanity on attire, signs, banners, floats, vehicles, music, or audio recordings will **not** be permitted.
 - No working and/or loaded firearms are allowed; only prop and costume style weapons/replicas. This section does not apply to sworn law enforcement officers in the performance of their official duties.
- Stunts, vehicle burnouts or any activities that endanger the crowd or entrants are strictly forbidden and grounds for permanent ban from the parade.
 - No materials of any sort (candy, toys, leaflets, etc.) are to be thrown at or towards spectators. Parade officials and Roanoke City Police strongly discourage distribution of items from floats or any other mobile units due to safety concerns.
 - Confetti of any kind is **not** allowed.
 - Violations of any rule may result in the immediate removal of the entrant from the parade and may be banned from future participation.
- The following limits apply for ALL entrants:
 - Bands limited to 8 entries.
 - Car Clubs limited to 3 entries (no more than 10 vehicles per club) – **ALL VEHICLES MUST BE FULLY DECORATED.**
 - Motorcycle Clubs limited to 3 entries (no more than 10 vehicles per club) – **ALL VEHICLES MUST BE FULLY DECORATED.**
 - Clown Groups limited to 4 entries.
 - Skating/Bicycling Groups limited to 4 entries.
 - Majorettes/Baton Groups/Dance Teams limited to 5 entries.
 - Historical Reenactor Groups limited to 3 entries.
 - Beauty Pageant Winners limited to 4 entries.
 - First Responders and members of Law Enforcement are allowed to participate as the Parade Committee deems appropriate.
 - In evaluating applicants, the Parade Committee will seek to avoid redundancy in entrants and will take into consideration the number of individual participants proposed for an entrant.

The following is a list of individuals and organizations that are **NOT ACCEPTABLE** as Parade entrants:

- Retail stores or businesses without a float keeping with the theme.
- Undecorated Commercial Vehicles.
- Non-Performing/Walking Groups/Individuals.
- Political Ads. **Elected officials may participate in the Parade.**

Anyone disobeying any rule will be removed from the parade immediately. Additionally, the entire entrant could be removed at the discretion of Parade officials.

Your unit must appear as described and accepted in your application. Any unauthorized changes or additions (including additional vehicles, and/or parade participants) to your accepted application may cause disqualification of your unit prior to the start of the Parade and result in a ban from participating in future DRI events.

Any walking entrants should be aware that the street could have some residual dirt or debris and should take all necessary precautions.

All animals (dogs, etc.) that are a part of an entry must be always controlled and kept a minimum of 6 feet from bystanders.

City of Roanoke Christmas Parade Application 2026

Organization: _____

Contact Name: _____

Address/City/State/Zip: _____

Day Phone: _____ Cell Phone: _____

Email (required): _____

Description of Organization: _____

Description of entry including how it meets parade criteria discussed above (required):

Number of individuals to march in parade: _____

Number of floats (Include sizes/dimensions) _____ Number of vehicles _____

Do you plan on having any props, or replicas or prop firearms with your entry? _____ If yes, describe:

Please note: There will be a limit to the number of vehicles allowed per entry

Will your unit have sound or music? If yes, describe: _____

Does your unit include animals? If yes, what kind and how many? _____

Required* ***must be completed thoroughly in order to be considered for entry into parade**

Give a description of how you would like your unit announced at the review stand by our emcee's:

Parade Waiver and Release: By signing below, I agree that I have read the rules and understand them completely and agree to abide by the guidelines set forth by the Parade Committee. I agree to be responsible for any loss or damages to property or for any personal injury sustained during this event and to hold harmless from liability the Parade Committee, Downtown Roanoke, Inc., volunteers, and sponsors.

With my signature I agree to comply to all herein. I further understand that I am fully responsible for my entire unit, including but not limited to animals, vehicles, props, and children. I am responsible for any action taken or caused by my unit. If I or my unit fail to comply with all the guidelines and rules for participation, I understand that my entry can and will be removed from the parade lineup as late as 6:00 p.m. on the day of the parade.

Authorized Representative (print or type) _____

Signature: _____

Date: _____

Send application to:

Downtown Roanoke, Inc.
213 Market Street SE
Roanoke, VA 24011
540.342.2028 (phone)
540.344.1452 (Fax)
tylerm@downtownroanoke.org