You Are Invited to be in the Annual Altavista Christmas Parade

The Altavista Area Chamber of Commerce, Altavista On Track, and the Altavista Rotary Club invite you to participate in the annual Christmas Parade, Saturday, December 7th. The theme for this family-friendly event this year is Festival of Trees.

We are inviting churches, civic organizations, school groups, businesses and industries to enter a parade float. This is a low-cost way to get great exposure for your group or business, or to say thank you to the community for supporting your organization. Best in Show awards will be presented.

How do you register:

1. Online: Visit the Chamber of Commerce website: www.altavistachamber.com. Click on the event listing, then on the link for the online form.

2. Mail/Fax: Please complete the form on this brochure and mail or fax to the Chamber of Commerce. Please keep the parade details for your reference, we only need the two-column entry form.

3. Scan/Email: Please complete the form on this brochure and scan then email to: GoAltavista@altavistachamber.com.

All entries must be submitted by Wednesday November 13th, to be included in the parade. If you have any questions or need assistance with the parade form, please contact the Chamber office, 434-369-6665.

Come out and have some Jolly Good Fun and kick off the Holiday Season.

Deadline to Register: Wednesday, November 13th

Parade Line-up:
Parade staging area opens at 3pm beginning at Altavista High School. All entries must be in line by 4pm.

Theme: Festival of Trees
PARADE DETAILS & RULES

- Entry forms must be received no later than Wednesday, November 13, to be included in the parade.
- Parade entries will receive an email with the assigned number for parade line-up the week of 11/25.
- No other SANTA is allowed. Santa Claus is provided by the organizing committee.
- For safety reasons, no one is allowed to throw candy to the crowd. However, walkers alongside entries may hand out candy.
- All Parade Entries must be decorated in a holiday theme, or to reflect the Festival of Trees theme including company cars, floats, antique cars, trucks, golf carts, tractors, ATV/4 wheelers, motorcycles, etc. Business entries need to add to the entertainment value of the parade.
- All drivers must hold a valid driver’s license and valid/adequate insurance coverage.
- A fire extinguisher must be on board each float/vehicle.
- ATV and motorcycle drivers and riders must wear their helmets. Rules of the road apply, no wheelies, hot rodding, slowing down and speeding up, or other inappropriate activities.
- Minor children must be accompanied by adults.
- Any and all music played must be family friendly. No vulgar, racial or sexual content allowed! Volume must be kept at an appropriate level (marching bands are exempt from this requirement).
- All Parade Entries must clearly display the name of the organization/business.
- Size of entry: The parade travels under the Bedford Ave underpass, turns left on 7th Street, right on Broad St, left on Main St. To ensure that your entry clears the underpass and makes the designated turns, it is recommended that the total length of entry from front bumper to rear bumper not to exceed 40’. Total height not to exceed 12’ to clear underpass.
- Entries that include live animals must call the Chamber of Commerce for approval, 369-6665. If approved, handlers must be prepared to clean up after their animals. All waste must be removed immediately from the staging area and street.
- The Parade Committee reserves the right to decline an entry for concerns related to the safety of the general public. Non-compliance with the rules could result in removal from the parade.

DAY OF PARADE:

- Each entry will be assigned a number that is your place in the parade line-up. The Contact Person for your entry will receive an email the week of Nov. 25 with your assigned number.
- You are responsible for notifying all your parade participants of your designated parade line-up spot number.
- Parade staging area opens at 3:00p.m. beginning at Altavista High School.
- Parade entries must be at their designated parade spot by 4:00p.m.
- Dress warmly, bring extra blankets or warm clothing, especially for children.

JUDGING:

- Best in Show Awards will be presented for: Float in Business Category; Float in Church/Civic/School Category; and Band or Marching Unit, Antique Car, and Judges Favorite.
- All entries will be judged DURING the parade at the gazebo on Main Street between the General Store and the Main Street Cafe.
- Judges will evaluate the entry’s interpretation of the parade theme.

2019 Christmas Parade Entry Form

Theme: Festival of Trees

Total length of entry from front bumper to rear bumper (recommended total not to exceed 40’ in length or 12’ in height). Registration deadline is Wednesday, 11/13/19.

☐ FLOT-Church (Length________)
☐ FLOT-Civic Group (Length________)
☐ FLOT-School Group (Length________)
☐ FLOT-Business /Industry (Length________)
☐ BAND or Marching Unit
☐ ANTIQUE CAR - Individual
☐ ANTIQUE CAR - Club (Limit 6 cars)
☐ ATV / 4 Wheelers / Motorcycle Clubs (Limit of 10 vehicles per club)
☐ VEHICLE advertising a business/company ($10 donation will be charged for up to two vehicles)
☐ OTHER (Describe below)

Name of Organization

Primary Contact Name

Email Address

Phone (Contact Cell #)

Address

Best estimate of number of participants in group_________

Date: _________________________________________________

Signature: _____________________________________________

Mail or fax this form before November 13th to: Altavista Parade Committee c/o Altavista Chamber of Commerce P.O. Box 406 Altavista, VA 24517 • Fax# 434-369-0068

PARADE ENTRY FORM CONTINUED:

Will parade participants include children under 18? ____________

By authorized signature below, Parade Participants agree that participants will make no claim of any kind against the Altavista Area Chamber of Commerce, Inc., Altavista On Track, Altavista Rotary Club, and the Town of Altavista (hereafter called Parade Organizers) for any loss, damage, theft, or destruction of participants goods, exhibits and property; nor for any injury that may occur to participant or his/her employees or guests while in the staging area, nor for any damage of any nature or character whatsoever. Participant does hereby indemnify and hold harmless the Parade Organizers against any and all such claims, specifically including any claims arising from injuries to Participants , as may be asserted against it.

On behalf of the organization I am registering for the parade, I acknowledge that I have read and accept the Parade Rules.

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Please keep these rules and information for your reference. Only return the entry form portion to the Altavista Parade Committee.