



2023 Light Up the Night

PARADE GUIDELINES

Light Up the Night Parade
Sunday, December 3, 4-6 p.m.

Route:

Start: Cavalier Square Shopping Center
15th Avenue
City Point Road
Main Street
Ashford Civic Plaza (City Hall)
End: W. Broadway Avenue

Entries:

- Applications for entry will be accepted September 18 through November 20
- Applications must contain specific details about the entry and the organization
- Applications that are submitted incomplete or without sufficient information will not be approved for entry
- Youth organizations, scholastic groups, civic clubs, churches, and specialty entries will be allowed to participate free of charge
- Businesses will be charged a \$100 entry fee upon approval of the parade application (a link for payment will be sent to each business that is approved for entry; all parade payments will be taken online; online service fees added to \$100)
- Hopewell Recreation and Parks reserves the right to deny entry to any organization that fails to meet the expectations outlined in these parade guidelines

Businesses:

- Business entries will be required to pay a \$100 entry fee upon approval of the parade application. Invoices will be sent upon entry approval.
- Business are encouraged to build/decorate a float or partner with a youth or community organization to support the parade
- Businesses are permitted to enter up to three (3) vehicles for their entry
- Branded business vehicles with no holiday decorations will not be permitted in the parade as a "float"
- All entries are required to display appropriate holiday decoration
- Businesses are prohibited from handing out literature, products, or any other material promoting the business during the parade
- All business participants are required to follow the general rules for parade participation

Vehicle Clubs/Civic Organizations/Churches:

- Vehicle clubs are permitted to enter up to eight (8) vehicles per club
- This is not an opportunity to display the entire fleet, it is a showcase for the best of the best
- Civic organizations and churches are encouraged to decorate a float or a sponsor a unique entry to support the organization
- Plain vehicles and vehicles with minimal Christmas decorations will not be permitted in the parade
- All clubs and civic organizations are required to follow the general rules for parade participation

Scholastic Groups and Youth Groups:

- Scholastic groups must be affiliated with a local school and the application must be submitted via a faculty member of the school
- Scholastic Groups and Youth Groups are permitted to enter up to two (2) vehicles per group
- Youth groups will be defined as any group whose mission is solely dedicated to supporting the youth of our community
- No parade entry fee will be charged for youth groups to participate in the parade
- All scholastic groups and youth groups are required to follow the general rules for parade participation

Performance Groups/Bands:

- Performance groups should not impede the progress of the parade with performances
- Scholastic Groups and Youth Groups are permitted to enter up to two (2) vehicles per group
- Brief pauses to perform short displays will be permitted
- Performance groups are required to follow the general rules for parade participation

Specialty Entries:

- The parade application committee reserves the right to label unique groups, vehicles, or displays at specialty entries to benefit the entertainment value of the parade
- Specialty entries may include equestrian groups, specialty vehicles, military units, and or other unique holiday-themed displays that don't fall into one of the other categories
- All specialty entries are required to follow the general rules for parade participation

General Rules for Parade Participation

Participant Safety

- Individuals riding on a vehicle or trailer must remain on the vehicle or trailer for the duration of the parade
- Individuals who start the parade as walkers must walk the entire parade route
- Individuals will not be permitted to enter/exit moving vehicles or trailers during the parade
- Individuals riding on trailers or floats should be seated at all times unless the trailer is outfitted with a safety railing or grab handles
- Trailer riders should maintain three points of contact with the trailer at all times while standing
- Trailer riders should never hang feet over the edge of the trailer or sit in a position that would allow them to fall off the front of the trailer
- Individuals walking the parade should maintain a safe distance of at least 10 feet from all moving vehicles and trailers
- All motorcycle riders are required to wear a helmet at all times during the operating of their vehicle in the parade

Staging

- All units should check in at the blue tent upon arrival at Cavalier Square
- All units must be on site at the staging area by 2:30 p.m.
- If decorating your float or vehicle at Cavalier Square Shopping Center, please be prepared to remove all trash
- Driver's should remain with their vehicles until the start of the parade
- Only parade vehicles should be parking in the staging area (center of lot at Cavalier Square)
- Non-parade vehicles should be parked along the outer edge of the lot, closest to businesses
- Parade vehicles should only park in their designated spaces, marked with cones and assigned upon check-in

Floats and Power

- Units using supplemental power provided by a generator must keep a fire extinguisher on board the trailer or vehicle at all times
- Floats that include assembled structures and power for lighting/sound may require inspection by the Building Official and/or Fire Marshal before the start of the parade

Distribution of Items

- Printed materials like coupons, flyers, cards, and other advertisements are not to be distributed by any parade unit
- Candy is the only item that may be distributed during the parade
- Candy must be handed out by individuals walking with your unit
- Candy should never be thrown from floats or vehicles
- Units observed throwing candy will be removed from the parade procession

Displays

- No parade entry shall display any physical signage, audible messaging, or other related display endorsing any political candidate or party (the parade is a politically neutral event sponsored by the City of Hopewell and will not include any political displays or campaign materials)
- All displays should be holiday-themed and of a family-friendly nature
- The Santa Claus float will be supplied by Hopewell Fire Rescue
- No other unit in the parade is permitted to have any representation of Santa Claus on their respective floats/vehicles/costumes etc.

Vehicle Operators

- Individuals operating a vehicle in the parade must provide their driver's license number in their application
- Driving records of vehicle operators may be checked as needed to ensure safety of all participants
- The City of Hopewell Police Department will inspect vehicles for equipment violations and safety concerns before the start of the parade
- Operators should maintain a steady speed of no more than 5 miles per hour during the parade
- Drivers with negative points on his/her driving record will not be permitted to operate a vehicle in the parade

Specialty Units

- Any motor vehicle or specialty unit that is not considered to be street legal must be trailered to the starting area and trailered immediately following the conclusion of the parade
- The parade route will be re-opened to normal traffic once the final unit passes

Transportation

- It is the responsibility of each parade unit to arrange transportation to the starting area and from the conclusion of the parade route
- It is the responsibility of each parade unit to develop a plan for reuniting minor participants with their parents
- Units will continue past the Ashford Civic Plaza onto W. Broadway Avenue and 2nd Avenue to begin breakdown
- Units may leave their vehicles and trailers on W. Broadway and 2nd Avenue to join the tree lighting ceremony immediately following the parade

For questions about the parade guidelines, please contact Rebecca Johnson at rjohnson@hopewellva.gov.