

Old Fashioned Christmas Parade

December 5, 2020
from 6-8PM
at English Park





2020 Altavista Christmas Parade Application

**DUE BY: 5 PM NOVEMBER 13, 2020
NO EXCEPTIONS!**

CONTACT INFORMATION

Name of Organization:		
Primary Contact, First Name	Last Name:	Title:
Address:		
City:	State:	ZIP Code:
Website:		
Office Phone:	Cell Phone:	Email:

PARADE REPRESENTATIVE'S NAME:

PROVIDE CONTACT NUMBER & EMAIL		
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DRIVE THRU PARADE

All entries will be stationary. The community will drive through to view entries in place, and entries will remain in place for the duration of the drive-through parade. Please consider this when making plans as you will not be able to move around once in place. Space is limited and Altavista Area Chamber of Commerce reserves the right to refuse or turn down any entries not deemed fit for the event.

Horses, and other animals, will not be permitted.

**ALL ENTRIES, including vehicles, MUST BE decorated, and lit up. Please keep in mind it will be dark during this event, so your entry needs to be lit with lights using battery or generator power (Please NO Loud generators, please consider an alternate power source or an inverter type generator).
On-site power will be available on a first come basis but not guaranteed.**

Please check one of the following entry types and complete as necessary.

- Float** Total Length of float ___? Are you able to provide a power source for your display ___ YES ___ NO
- Car Club** Number of cars to attend ___? Are you able to provide a power source for your display ___ YES ___ NO
- Festive Display** Approximately 20' x 20' area (no vehicles will be allowed in the festive display area once setup is complete) Are you able to provide a power source for your festive display lighting ___ YES ___ NO
- Other** Please describe: _____

I am the official representative of the organization named above. On behalf of the organization, I acknowledge that I have read and accept our responsibilities as set out in the General Information and the Waiver and Indemnity Agreement.

Print Name: _____ Today's Date: _____

Signature _____



GENERAL INFORMATION

We urge you to apply early, as space is limited and are on a first-come, first-served basis.

2020 Parade Theme: An Old-Fashioned Christmas

Location: English Park, 206 Pittsylvania Ave, Altavista

Parade Date & Time: Saturday December 5th, 6pm-8pm

Entry setup time: noon-4pm (all entries must be parked/staged in place by 4pm NO Exceptions)

Drive through Parade: Parade entries will be parked/ staged around the loop of English park. The community and those wishing to view the parade will enter the park from the South entrance (boat ramp entrance) and proceed in their vehicles around the loop of English park to view the stationary entries and then exit through the North exit of the park (3rd Street exit).

Parade Entries setup: Please enter the park from the South Entrance (boat ramp entrance) and stage in the large gravel parking lot. You will then be directed as to where your entry will be staged for the event. Parking will be limited for parade participants. We suggest that you to carpool and LIMIT how many cars enter the set-up area. No vehicles other than those decorated and participating in the parade will be allowed to park around the park loop. Overflow parking will be around the rear of the Booker building or other areas as designated by event staff the day of the event.

Parade Representatives: We request each group designate one person as their "parade representative" who will help with coordination of each group during setup/ staging and to be the point of contact for any questions before and or during the event. Parade representatives will report to parade check-in for entry verification on the day of the parade. **You will receive a parade packets and entry numbers via email prior to the event. (Parade packets will NOT be mailed this year.) The information in these packets is essential and includes your entry number that will go on your entry. If you have any questions concerning your packet, please email boardofdirectors@altavistachamber.com or call the Chamber Office at 434-369-6665**

Signs/ Banners/Logos: Entries must have a clear, sign that reflects the applicant. No other group or business may be promoted on the sign without written permission from the Altavista Area Chamber of Commerce (referred to as The Chamber). The Chamber reserves the right to remove any entry that represents any for-profit endeavor other than what is listed on the participant's application.

Waiver of liability: Any person entering the event/ parade does so at his/her own risk, bearing all liability for any and all damages or loss of personal property and/or any personal injuries sustained to themselves or other person(s). Entries into the parade/ event hereby waives all claims and or defenses it may have against the Chamber of whatever kind or nature as a result of his or her independent actions.

Etiquette: The Parade is for the entire community. Please keep all costumes and clothing choices suitable for family viewing. Please listen to all information and follow directions of the event staff during set-up, parade staging, execution, and disassembly. Parade/event staff are there for your safety and security. Please be respectful and do NOT leave any trash behind.

Disclaimer: The Chamber hereby absolves any liability arising from use of floats in the parade or any activities in association with the Chamber. In accordance with City, State, and Federal laws, no alcoholic beverages allowed during any portion of the Parade. In addition, no person under the influence of alcohol or drugs shall be allowed to operate a motor vehicle during the parade. The Chamber reserves the right to remove, including but not limited to, any person, motorized or un-motorized vehicle, conveyance, float, or participant(s) for any activity deemed unsafe, violation of any rules contained herein, or action or inaction that may cause any delay to the progress of the parade. The Chamber attempts to accommodate all requests for parade placement; however, parade placement is at the sole discretion of Chamber and the Parade Committee, and such placements are final.

Security: The Altavista Police Department is responsible for enforcing applicable state laws and local ordinances during the Altavista Christmas Parade. Such statutes may include, but are not limited to public decency, alcohol, controlled substances, public safety, and standard vehicle insurance requirements.

Floats / displays: The Chamber would like to encourage groups to highlight their organization/business through a float or festive display. It is the one time of the year you can promote yourselves in front of the entire community. You may be surprised at the interest and excitement an entry in the Altavista Christmas Parade can give to your organization.

- **No Mr. or Mrs. Santa Claus** costumes are permitted except for the official Mr. & Mrs. Santa Clause appointed by the Chamber.

Contact: Please contact the Chamber with any questions or concerns regarding the Altavista Christmas Parade via email at boardofDirectors@altavistachamber.com or via phone at (434) 369-6665

Return completed application and waiver agreement to boardofDirectors@altavistachamber.com or mail to The Altavista Area Chamber of Commerce 414 Washington St, Altavista VA 24517 no later than Friday November 13th.

WAIVER AND INDEMNITY AGREEMENT ON NEXT PAGE MUST BE SIGNED/DATED AND RETURNED.

WAIVER AND INDEMNITY AGREEMENT

In consideration of the approval by the Altavista Area Chamber of Commerce the undersigned's application to be an authorized participant (either paid or volunteer) in the public celebration and festivities of the 2020 Altavista Christmas Parade to be held Saturday, December 5, 2020, on or in various public streets, parts, and other personal owned and/or controlled by the Town of Altavista, Virginia and/or the Commonwealth of Virginia, the undersigned does hereby elect to participate in the said activities and the preparations therefore, and recognizes and voluntarily assumes any and all risks attendant to being present as a spectator, entertainer and/or participant in all such activities, including the public parade and the vehicular and pedestrian traffic and crowds of persons likely to attend such outdoor public entertainment, and recognizing such risks and also recognizing that the said event is a civic endeavor organized by unpaid volunteers who donate their time and efforts as a public service to the citizens and visitors of Altavista; therefore, claims or causes of action of every kind in nature that may now or hereafter exist or arise in favor of the undersigned (or any members of the undersigned's group or organization) against the Chamber, its officers, director and /or members, that result or in any manner are connected with the undersigned's participation in (including all time spent in preparation for) the aforesaid parade, and the undersigned (including a group or organization, as aforesaid) does hereby agree to hold the said corporation, its officers, directors, and/or members harmless, and to indemnify and hold harmless and defend them from and against any and all suits, demands, or claims and all costs, losses, liabilities settlements (whether voluntary otherwise) and judgments incurred in connection therewith, including attorney's fees and court costs, including without limitation all claims, demands and suits for damages or injuries, including death, to any and all persons or property, whether real or asserted and whether arising in equity, at common law, or by statute, or under the laws of contracts, torts (including without limitation, negligence, and strict liability without regard to fault) or property, of every kind or character, and whether or not due in whole or in part to lessor's sole or concurrent negligence or other fault, breach of contract or warranty, violation or statute, or strict liability without regard to fault, based upon, in connection with, resulting from or arising out of the undersigned's voluntary or paid participation in (including all time spent in preparation for) the said civic celebration.

As the official representative of the organization stated on the Parade Application Form, you have signed and acknowledged receipt of the General Information and the Waiver and Indemnity Agreement, and I further attest that I have read and agree to the contents.

Signed _____ Date: _____

Company/Non-Profit _____

By submitting your Parade Application, you are confirming receipt of this information and that you agree with the terms as specified in the General Information and the Waiver and Indemnity Agreement.



Parade Sponsorship

The Altavista Chamber is pleased to invite your business to participate in the Old Fashioned Christmas Reverse Parade by taking advantage of one of the following sponsorship opportunities:

Presenting Sponsor—\$500.00

- ◆ Premium name and logo placement on the entrance and exit banners
- ◆ Choice of a pre-recorded greeting or a live interview during the parade's broadcast

Corporate Partners—\$200.00

- ◆ Corporate name and logo placement on the entrance and exit banners
- ◆ Name recognition during KD Country throughout the two-hour broadcast

Business Name:

Business Contact Name:

Address:

Phone:

eMail Address:

**Please mail check payment & this confirmation form to:
Altavista Chamber of Commerce
P.O. Box 606, Altavista, VA 24517**