



**Uptown Shelby Christmas Parade Sunday, Dec 19, 2021 at 3:00 pm.  
Registration opens Nov 1. Complete applications **due by Dec 1, 2021****

The Uptown Shelby Christmas Parade (Rain or Shine!) is fast approaching, and we are excited about this year's festivities! Just a few points to make the registration process go smoothly:

**Registration**

Attached you will find your registration form (or go to <https://uptownshelby.com/events/christmas-parade> for a link to complete online) along with a hold harmless waiver and information sheet. **We are strongly encouraging all applicants to use the new online application and payment process.** The registration form with waiver and full payment needs to be submitted in order to have a complete registration package. Once we have your complete registration package and payment, you will be placed in the parade line up. We reserve the right to cancel due to COVID-19; if we cancel, your registration fee would be refunded.

**Payment**

**Our preference is for all parties to use the online application and payment process.** You will have the option to complete online or download to mail or drop off your registration and payment. Payment may be cash (exact change) or check only for mail or in person registration. Please make checks payable to the Uptown Shelby Association (211 S. Trade St, Shelby NC 28150). **To a make a payment in person you will need to call the office(704-484-3100) to make sure someone is available to take your payment.**

**Candy**

Upon request by the Shelby Police Dept, the float provider, and our insurance company, **the throwing of candy or any other items from floats or moving vehicles is STRICTLY PROHIBITED.** Please convey this to ALL participants in your group, regardless of age. No one may throw candy, toys, or any other items as it creates a serious safety hazard for children. You may have walkers on either side of your float handing out candy or other items directly to spectators.

**Float Rental through the Uptown Shelby Association**

If you would like to rent a float (this will also be available on line) through us, you will need to come to our office at 211 South Trade St between Monday – Friday, 9 am – 5 pm. At our office, you will choose your float from the options provided to us by the float company, and you will pay for the float and parade registration before the float will be reserved, **no exceptions.** Float rental includes the float, your company/organization name on the sides of the float, and a truck/driver. All you need to do is gather your group, show up at the parade, and climb on your float!

**Car and Motorcycle Clubs**

The number one rule: **no acceleration in such a manner that tires squeal and smoke. (No burning rubber!)** You may be asked to leave the parade by officials, and you may not be welcome to participate in future parades. Safety is important to us.

**Horses and Animals:** We are requesting that all horses be diapered prior to arriving at their line up location. Owners of horses and other animals need to have plan for removal of manure from the parade route during the parade. Other parade participants should not have to march through animal waste.

**Appropriate Behavior** This is a family event. Please keep your organizations behavior and language family friendly including music. Applicants will not be invited to future parades if they do not act appropriately.

**Sponsorship of Participants** We accept sponsorship offers and can facilitate getting the money to the requested group if necessary. We will not actively seek any sponsors for participating entries. The Uptown Shelby Association will not be the sponsor for a parade participant other than Santa. *As voted by the Uptown Shelby Association Board of Directors, Jan. 13, 2015*

**Confirmation Letter**

The contact person listed on the registration form will receive a confirmation email with the line-up number approximately one week prior to the parade. Please check your spam inbox if you don't see the email. If there are any questions, please feel free to call our office at **704-484-3100.** Thank you and see you on December 19, 2021!



# Uptown Shelby Christmas Parade

## Sunday, Dec 19, 2021 at 3:00 pm. Rain or Shine!

### Registration opens Nov 1. **Complete applications due by Dec 1 !**

Organization/Group Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Day Time Phone \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

**Entry Category- (Space use per registration is 40 ft wide by 80 ft long, if additional space is needed, there is a charge of \$50 per additional space. Mark all that apply.)**

- School-affiliated - \$10
- League or Park Sports - \$20
- Pageant Titles - \$50
- Misc. Individual - \$20
- Additional Space - \$50
- Non-profit and Churches - \$30
- Car or Motorcycle Club - \$50
- Business - \$75
- Business within Uptown Shelby district - \$0
- Cleveland County, City Government Officials, or Public Safety Professionals - \$0
- Government Officials – Outside County - \$20

**Professional Float Rental – in addition to above entry category fee**

- Professional Float Rental - \$520 plus above entry category fee. Float rental includes driver, truck, float, and signage on both sides of float printed with your business/group/organization name.
- Generator - \$50. *Only available to groups paying for a professional float through our organization.*

**Other Fees**

- Late Fee - \$20 (submissions received *on or after* Dec 2, 2021)

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**Registration is due by December 1, 2021.**

For any questions, please call 704-484-3100. Make checks payable to Uptown Shelby Association.

**We are strongly encouraging all applicants to use the new online application and payment process**

Mail or deliver checks to our office: 211 S. Trade St. or complete online registration and payment at this link:

<https://uptownshelby.com/events/christmas-parade> Thank you!

I, \_\_\_\_\_, do hereby agree to indemnify and save and hold harmless the Uptown Shelby Association, Inc. and KD Marketing, LLC dba Dragonfly Marketing and their respective officers, agents, members and employees of any sponsoring organization and underwriters, there of individually or collectively from all fines, penalties, liabilities, losses, claims, damages and expenses whatsoever

Including, but not limited to, court costs and attorney’s fees incurred, suffered, or claimed to have been incurred or nature suffered as a result of or in any way arising out of or connected with either my participation or my group’s participation in the 2021 Uptown Shelby Christmas Parade on Sunday, December 19, 2021. I acknowledge that the Uptown Shelby Association reserves the right to cancel the parade due to COVID-19; if the parade is canceled, I understand my registration fee would be refunded.

\_\_\_\_\_ Signature \_\_\_\_\_ Date



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## Information for the announcers

***You must fill this out.** The parade is televised, and this is what will be read in TV as your float is filmed!*

Full Organization Name \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are you entering in the parade and how much space is needed ( if you need more than 80ft, please check the additional space information on the application)? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

***Below, write what you want the announcer to say about your entry.***

*Think of this as a commercial.*

Tell us about your business, organization, family, school group or title. **What do you want people to know?** *For instance: when your group was founded, why it was founded, what your group offers/sells/does for the community, what you are proud of accomplishing this year, a holiday wish for spectators, etc.*

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