



UNION COUNTY
CHRISTMAS
— parade —

2020 Guidelines and Entry Form

Sunday, November 22th at 2:00pm
67th Annual Union County Virtual Christmas Parade

Presented by



Alliance for Children
investing in bright futures

 a partner in the
Smart Start network.

****2020 VIRTUAL PARADE GUIDELINES****

The 2020 Virtual Union County Christmas Parade will be held Sunday, November 22, at 2:00pm.

After reading these guidelines, if you have additional questions, please contact Tara Stone at the Alliance for Children (704) 226-1407 or by e-mail: tstone@theallianceforchildren.org

The mission of the Union County Christmas Parade is to bring the community together to kick off the Holiday season with a family friendly event. Union County Christmas Parade is the oldest running event in Union County, and we will not stop this community tradition. After speaking with numerous health, officials, public officials, and the Alliance for Children's Board of Directors we have decided to move the event on-line to keep our families safe. The parade will consist of live and pre-recorded entries. On Parade day, we will live stream the parade on our Facebook page and our website where everyone will be able to view the parade. And what is 2020 without a few twists? This year you will have an option to pick the category you would like to be judged in. Not only will we have judges as we do each year, but the community will have an opportunity to vote as well. Those who are watching online may download an app and vote for their favorite as well as watch the parade from that app. There may even be a few surprises for the viewers through the app as well. This is a great opportunity to promote your business and spread holiday cheer.

The deadline for all entries is November 5th. Every entry will need an entry form completed and payment received by November 5th. All videos are due to Alliance for Children by November 13th.

Entries are only valid with payment.

Parade entry options for videos:

Two options for videos:

- Film your entry and send it to Alliance for Children. (additional information will be shared at your registration)
- Filming can be done by a professional for an additional fee. The production company will set the date to film and you will need to have your entry completed on that date. (details will follow)



2020 VIRTUAL PARADE GUIDELINES

Parade entries:

- Entries will have a maximum of sixty seconds of film to wish everyone a Happy Holiday. Please keep a “parade feel” to your entry. ****Please do not make your entry feel like a commercial****
- Entries must have a Christmas Theme. (get creative decorating, will you bring us Rudolph the Red Nose Reindeer, Charlie Brown, or a Winter Wonderland?)
- Entries must be family friendly.
- Do not put Santa Claus in your entry, Santa will be at the end of the parade.

**Please do not put Santa Claus on your entry.
There is only ONE Santa and his float is at the end of the parade.**



Santa Virtual Visits:

This year we will have a special time for children at the end of the parade. Santa will be available to speak with children virtually. Through a donation to Alliance for Children, you can sign up for a set time slot that will allow your children to have a special time with Santa. This will be available through the app that you used to vote with during the parade.

**** Please be aware changes may need to be made as guidelines due to COVID-19 continue to change. We will adjust as needed to provide the best experience possible for all. ****

No refunds will be issued for parade entry cancellations. Please consider your entry fee a donation to Alliance for Children. We are a 501(c)3 non-profit. This event is a fundraiser.

All commercial entries MUST be decorated in a holiday theme.

Please share these guidelines with EVERYONE included in your entry.

Thank you for your participation and we look forward to seeing you in the Union County Christmas Parade!

Please remember the entry form and payment deadline is November 5th. Video deadline is November 13th, at the Alliance for Children's office.

UNION COUNTY VIRTUAL CHRISTMAS PARADE ENTRY FORM NOVEMBER 22nd, 2020



(Must use a separate form for each entry)

Organization Name _____

Contact Person _____

Mailing Address _____

Work Phone _____ Home Phone _____ Cell _____

E-mail Address: **REQUIRED**

Entry Type: (prices valid only until November 13th)

____ **Virtual Parade Sponsor:** (Includes all marketing and custom video opportunity)

____ **Commercial Entry:** \$150 (Promotes a business)

____ **Commercial Entry:** \$225 (Promotes a business—custom video)

____ **Non-Commercial Entry:** \$40 (includes churches, scouts, pageant winners, and non-profits)

All "Commercial Business" logos must be covered to be considered a non-commercial entry

____ **Public School Entry:** Seven(7) free entries for high schools, three (3) for middle & elementary

____ **Private K-12 School:** One free entry; all others \$30

Individuals Participating: (Include name, title, activities, parents, ect. Use a separate sheet if necessary.)

Sponsors _____

Description of your organization for the parade. (Information that the live announcer may use to promote your business. Use separate sheet if necessary)

Please check what category you would like to be judged in:

Best Overall

Best Religious

Best School Entry

Most Holiday Spirit

Best Scout