

**Light Up Artesia  
2019**

***Xcel Energy  
Parade of  
Lights***

**Parade Information and  
Application**

## Parade Information & Guide

What: 2019 Parade of Lights

When: Thursday, December 5, 2019; 6:00 p.m. – 7:00 p.m. event time; *Parade steps-off from Bulldog Bowl at 6:00 p.m.*

Theme: **Santa Takes a Holiday** – Santa and Mrs. Claus will need a break after their busy holiday season. Where will he go...to the beach to escape the snow? Camping? International? Show us how you think Santa vacations!

How: Participant Arrival & Set Up Times: 4:30-5:30 p.m. at Bulldog Bowl. **You must be setup at the Bulldog Bowl by 5:30pm in order to be included in the Float Decorating Contest**

Prizes: Prizes will be awarded for 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place in float/entry decorations. First Place: \$150, Second Place: \$100, Third Place: \$50. Prizes will be awarded based on creativity, group spirit/participation & adhering to the parade theme.

Overview: Light Up Artesia is on the Thursday night following Thanksgiving. The event includes the Parade of Lights and the arrival of Santa Claus. The parade heads east down Main Street and turns right on 2<sup>nd</sup> Street.

Entry Fee: No fee to participate in parade.

Deadline: **Deadline for applications is Tuesday, December 3<sup>rd</sup>, 2019.** Downloadable applications are online at [www.artesiainmainstreet.com](http://www.artesiainmainstreet.com).

General Parade Guidelines – The following is a description of the ideal parade composition for floats and vehicles. The descriptions include best-practice-standards guidelines for unit design and participation.

**ALL UNITS MUST BE ILLUMINATED AND LIGHTED!** This is a night-time parade that encourages maximum lighting. For all units, imagination is called on to create unique displays of lights and to create entertainment value

### FLOATS

- Floats are motorized units either towed or self-propelled that are decorated to follow the theme of the parade. They can be as small as golf carts or as large as flat beds, as long as they conform to the dimension standards stated below.
- Floats should incorporate lighted decoration.
- Any tow vehicles must be disguised, decorated, or incorporated into the float. Structure must be completely decorated including top and all sides. Only one vehicle may pull a float; no other vehicles may accompany the unit.
- A float may carry as many people as safety dictates
- Maximum dimensions 14' wide x 30' long x 13' height from street level. Floats and trailers must use safety chains. All props on floats and trailers must be properly secured, braced or tied down to prevent movement. All floats and trailers must provide adequate safety measures for all riders to prevent falling from platforms. Every float structure must have Exterior Frontal towing capability; if your float breaks down, tow trucks must be able to tow the unit through the parade if circumstances permit.

## VEHICLES

- Motorized vehicles include such things as fire trucks, VIP convertibles, City service vehicles (trash trucks, front loaders, etc.), etc. All participating vehicles must incorporate lighted decoration.
- Drivers of any vehicles must be duly licensed and must show a valid driver's license the day of the parade at registration, and to law enforcement officials upon request.

## **Parade of Lights Rules**

- 1. No one may be dressed as Santa Claus in a full red outfit, beard & hat, except the authorized parade Santa that appears with Santa's float.**
2. All participants must make a formal application. Submission does not ensure acceptance for participation.
3. This is a lighted night-time parade; therefore all units must have display lights.
4. Fireworks, firearms, and pyrotechnics are prohibited
5. Once parade has begun, unit or members of unit must remain in line until parade is over, and must take direction from parade marshals along the route who are managing the pace of the parade
6. Units that include animals will NOT be considered for participation.
7. All units are encouraged to display their group names.
8. Youth entries must provide a minimum of 1 adult chaperone for every 4 children
- 9. No units may toss candy to parade spectators because of the liability of children darting into the parade path to retrieve candy**
10. If the unit is not in the staging area by 5:30 p.m., the unit will not be included in the Float Competition
11. No alcohol or illegal drugs will be allowed in the staging area or on the units in the parade. This is a zero tolerance policy.
12. No stopping at any point in the parade- all units are required to follow parade marshals' direction on speed. All units must be prepared to perform while continuing to move along the parade route.
13. The event reserves the right to remove anyone from the staging area for any reason.
14. The Parade does not provide liability insurance for the protection of parade participants, spectators, vendors, or merchants engaged in these activities and does not assume or accept responsibility for claims filed as a result of them. Applicant participates at his/her own risk and responsibility and agrees to hold harmless Artesia MainStreet Inc. and the City of Artesia from and against any and all claims, demands, obligations, causes of action and lawsuits and all damages, liabilities, fines, judgments, costs (including settlement costs), and expenses.
15. Artesia MainStreet and the City of Artesia are not responsible for any personal property damage due to any cause, and by signing this application, each unit agrees to assume responsibility for any damage involving their entry.
16. Any applicant utilizing a vehicle in the parade hereby certifies that the vehicle is legally licensed with all required authorities and that the vehicle is covered by liability insurance during the full period of the parade's production and performance. Proof of insurance must be present in the vehicle at all times during your participation in this event.
17. All vehicles in the parade must have working brake lights and turn signals.

## 2019 PARADE OF LIGHTS APPLICATION & WAIVER

**Application Deadline – TUESDAY, DECEMBER 3, 2019**

Email completed application to [mainstreet@pvtm.net](mailto:mainstreet@pvtm.net) or mail to PO Box 1635, Artesia, NM 88211  
In-person drop-off at the Artesia MainSt office at 510 W. Main St or the Artesia Chamber at 107 N. 1<sup>st</sup> St.

Please fill out the form in its entirety (completing this form certifies that the applicant has read, understands, and agrees with the information in the attached Manual):

Contact Name: \_\_\_\_\_

Name of Business/Organization: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Check Unit Category Type:

☐ Float ☐ Precision Drill Team / Marching Unit ☐ Marching Bands ☐ Vehicle(s)

Name of Your Entry: \_\_\_\_\_

Approx. dimensions of Unit (measurement of outer perimeter): \_\_\_\_\_

Description of Unit (What does it look like? Who will participate? What kind of group do you represent?)

Other Details (i.e. will you be playing music? Anything else that we may need to know):

---

**I have read the parade rules and regulations and recognize that our participation in the Parade of Lights is based upon adherence to these rules. I understand that acceptance in the parade is at the sole discretion of the parade organizers. I agree that if my group is invited to participate in the parade, we will adhere to all rules and regulations as stated above.**

Signature \_\_\_\_\_

Date \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

***As the parade producer Artesia MainStreet will make decisions at its sole discretion as to the content, design and participants selected to appear in the parade.***