

*2020 LEXINGTON REVERSE CHRISTMAS PARADE  
PRESENTED BY Baird  
as a part of Luminate Lexington Presented by Kentucky Utilities Company*

PLEASE READ EACH AND EVERY ITEM - ESSENTIAL INFORMATION

**DOWNTOWN LEXINGTON PARTNERSHIP (DLP) CONTACT INFORMATION**

- If you have any questions after thoroughly reading this information packet, please contact Laura Farnsworth, Senior Event Coordinator at [laura@downtownlex.com](mailto:laura@downtownlex.com).

**DATE & TIME**

- Saturday, December 12 from 5:30-7:30pm

**WHAT IS A REVERSE PARADE, AND WHAT IS CHANGING FOR 2020?**

- Due to COVID-19, and the inability to gather in large crowds, the decision has been made to host a reverse parade this year. Parade entries will line-up along Midland Avenue downtown, and guests will drive (at a reduced speed) along the route, enjoying the spectacle with members of their household from their vehicles.
- Parade entries **WILL NOT** move once they are in the line-up on Midland Avenue.
- Parade entries will be socially distanced so that members of the same household participating in the parade are not interacting.
- The staging area for the Parade will be on **Midland Avenue** between Main Street and Winchester Road. **All parade vehicles should enter Midland Avenue from Winchester Road.**
- All entries will be required to stay in formation for the duration of the event, 5:30-7:30pm.
- Because the parade is in the evening, we will encourage all entries to use lighting, including spotlights to illuminate your entry.
- Because the parade is stationary, entries are encouraged to “think outside the box” – you’ll be given an amount of space and can set it up in (nearly) any way you wish – no wheels or wagons required!
- Due to COVID-19, we will not be allowing any entries to hand out/toss any materials/candy/etc. Your entry must be contained to the space allotted by Downtown Lexington Partnership.
- Due to the constantly changing environmental landscape, additional information/restrictions may be imposed at any time with advanced notice by Downtown Lexington Partnership.

**AWARDS!**

- We have some fun awards up our sleeves for both the entries in the parade, and guests who are driving down to see the sights! Dress your entry to impress! More information on awards will be announced closer to the parade date.

**ENTRY FEES**

- **Standard entry:** \$25 per entry. Non-Commercial, non 501(c) 3 organization. Examples: clubs or associations.
- **Commercial/Business:** \$100 per entry. Any group which represents a business or organization that sells goods or services for a profit, regardless of size or number of employees. Any group which registers under the name of a business and/or displays a business name or logo on the entry.
- **Political entry:** \$200 per entry
- **Bands, Equestrian Based Groups, Non-Profits, and Veteran’s Groups** are excluded from fees
- Fees are non-refundable.
- Checks should be made payable to the **Downtown Lexington Partnership**. For your convenience, we also accept Visa, MasterCard, American Express and Discover, which incur a \$2.50 service charge.
- A \$35 fee will be assessed for any returned checks.

## ENTRY APPLICATIONS

- All entries must return COMPLETED ENTRY FORM, ENTRY FEE AND WAIVER FORM SIGNED BY ALL PARTICIPANTS BY **WEDNESDAY, DECEMBER 9, NO EXCEPTIONS.**
- **Payment is required at the time of application. No payments will be accepted at the registration booth the day of the parade.**
- Mail entry paperwork to: **Downtown Lexington Partnership, Attn: Christmas Parade, 316 West High Street, Lexington, KY 40507.**

## ENTRY ACCEPTANCE

- DLP invites all who are interested in the parade to participate by submitting an application. Prior to the parade, you will receive an e-mail confirming that your application has been received and providing any additional event details. If you do not receive that e-mail, please call 859-335-8640 to confirm that your application has been received and processed. ***DLP reserves the right to reject any entries that arrive at the parade check-in without registering prior to the deadline.***

THE DOWNTOWN LEXINGTON PARTNERSHIP RESERVES THE RIGHT TO REJECT ANY ENTRY AT ANY TIME PRIOR TO OR DURING THE PARADE. THE PARADE WILL NOT BE CANCELLED DUE TO INCLEMENT WEATHER.

## SAFETY REQUIREMENTS

- **Entries containing motorcycles and vehicles** – due to safety concerns, we must insist that you agree not to rev the engine of the motorcycle/vehicle to full throttle, allowing it to reach its rev limit. We also will not allow entries to rev an engine causing excessive noise, which may cause alarm to spectators.
- Each person participating in the parade must sign the waiver form, with a parent/guardian signing for participants under the age of 18.
- Consumption of or possession of alcohol, drugs and/or firearms (other than arms required by authorized peace officers and military personnel) is prohibited during the parade participation. Possession of such items may subject the entire entry group to disqualification.
- It is requested that each entry have an adult spotter, other than the driver, to watch for any problems with participants/riders.
- Drivers of any vehicle or float must have the appropriate driver's license and necessary insurance. Proof of either may be requested upon registration.
- All temporary seating should be at least 18 inches from all edges of the unit.
- Decorations of the prime mover should permit full ventilation of exhaust fumes, and substantial ventilation of engine heat.
- A fire extinguisher shall be placed in each vehicle or float entry if the entry contains any mechanical device or combustible material which may lead to fire.
- **NOTHING MAY BE DISTRIBUTED FROM THE PARADE UNIT. VIOLATIONS OF THIS RULE MAY RESULT IN BEING BANNED FROM FUTURE PARADES.**
- Downtown Lexington Partnership, and any other sponsor, assumes no liability for anyone participating in the parade.
- Absolutely **NO** stunting.
- Absolutely **NO** mini bike, trick bike or moped automobiles.

## SANTA

- **No entries may include a Santa**, as we all know there is only one Santa!

## LINE-UP ORDER

- **You will receive your parade line-up number when you check in the day of the parade.**

### **PARTICIPANT CHECK-IN & LINE-UP**

- Upon arriving for the parade, the primary group contact must check in with the DLP registration coordinator.
- The primary group contact will receive the group's line-up number and a Parade Marshal will then direct the group to their place in the line-up along Midland Avenue.
- **Parade entries may begin lining up at 4:00PM on Midland Avenue.**

### **PUBLIC ADDRESS SYSTEMS**

- Public address systems, bullhorns, or other types of broadcasting equipment or amplified sound equipment may be used within an entry. Use for commercial messages is prohibited. If you have not indicated this information in your unit description on the entry form, please call 859-335-8640 and inform DLP of your plans for sound.

### **FLOAT STRUCTURE**

- The bed on which any float is constructed shall be sturdy and capable of carrying all loads imposed. Converted rubber tire farm wagons are acceptable.

### **FLOAT PROTECTION**

- Downtown Lexington Partnership WILL NOT GUARANTEE PROTECTION OF ANY FLOAT. Downtown Lexington Partnership and any other parade sponsor assume no liability for the protection of float or other entries due to vandalism or weather conditions.
- It is recommended that any group or organization provide their own maintenance and supervisory personnel and plastic or tarp covering in case of rain.
- No float or other entry may be brought to the parade line-up area until the day of the parade.

### **PARADE CONTROL**

- Downtown Lexington Partnership and/or its representatives will have supervision over the parade. The parade entry group is responsible for having the entry in working order. If the entry fails to meet any of the specifications listed in this document, Downtown Lexington Partnership in its sole discretion and without liability to the entry group may order an entry removed from the parade without refund.
- The Participant recognizes that the Lexington Christmas Parade is a public event whose participants and viewers include persons of all ages. The broadcast of any music or message or any visual display containing obscene language from any float, vehicle or participant in the parade will not be accepted. Downtown Lexington Partnership will require any float, vehicle and/or participant broadcasting or displaying such music or messages containing obscene language to immediately cease such broadcast or remove such display or immediately cease participation in the parade. Any parade participant excluded from participating for this reason shall not be entitled to a refund of any portion of the parade entry fee.
- Vehicles must follow the directions of DLP and LFUCG personnel. Any driver not cooperating with parade staff or found violating any parade traffic rules may be subjected to discipline by an LFUCG traffic officer and may further subject their associated parade entry group to disqualification.

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Saturday, December 12, from 5:30-7:30pm

**ENTRY FORM**

Please return this form with your entry fee no later than Wednesday, December 9. There will be no exceptions. *PLEASE PRINT IN INK OR TYPE, WRITING MUST BE LEGIBLE. PLEASE FILL OUT THE ENTIRE APPLICATION, REGARDLESS OF PARTICIPATION IN PAST PARADES.*

Please direct any questions to Laura Farnsworth, Senior Event Coordinator, at [laura@downtownlex.com](mailto:laura@downtownlex.com).  
Please mail the completed application, with payment to:

Downtown Lexington Partnership  
Attn: Christmas Parade  
316 West High Street \* Lexington, KY 40588-1179

Name of Group: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

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

**Entry fee enclosed (Please see definitions of categories in the Information & Specifications):**

- |                          |       |  |
|--------------------------|-------|--|
| <input type="checkbox"/> | \$0   | Equestrian Group, Band, Non-Profit or Veteran's Group              |
| <input type="checkbox"/> | \$25  | Standard (non-commercial, non-501(c)3 association or organization) |
| <input type="checkbox"/> | \$100 | Commercial/Business  |
| <input type="checkbox"/> | \$200 | Political  |

Method of Payment: ☐ Check ☐ Credit Card We accept American Express, Visa, MasterCard and Discover.

Card Number	Expiration Date	CVV2: (three digit code on back)	Billing Zip Code
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Billing Address

Cardholder Signature

**Please check all that apply:**

- |  |                                    |                               |
|--|------------------------------------|-------------------------------|
| <input type="checkbox"/> Float   | <input type="checkbox"/> Non-Float | <input type="checkbox"/> Band |
| <input type="checkbox"/> Vehicles  | Number of vehicle(s): _____        |                               |
| <input type="checkbox"/> Horses  | Number of horses: _____            |                               |
| <input type="checkbox"/> Pedestrians/Other (Walking/Dancing/Marching (non-band)) |                                    |                               |

**Please indicate if amplified MUSIC or SOUND will be a part of your entry:** ☐ Yes ☐ No

**Please describe your entry:**

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I have read this complete application and the attached Parade Information and Specifications and understand all rules as applied to pedestrian, vehicle and float entries, and agree to abide by all rules and regulations including obtaining Waiver signatures from all participants. As the undersigned, I agree to function as the primary contact for the above named entry group and agree to promptly notify the Downtown Lexington Partnership should the contact responsibilities be transferred to another person. I understand that failure to abide by the enclosed rules may disqualify my group from participation. I understand that all fees are non-refundable and that if, for any reason, my group is unable to attend the parade I will notify the DLP immediately as a courtesy to the script and lineup preparation process.

\_\_\_\_\_  
**Applicant Signature**

\_\_\_\_\_  
**Date**

[illegible]

**GROUP NAME:** \_\_\_\_\_

**PRINT NAME CLEARLY**

**MINOR**

**SIGN NAME OR PARENT'S NAME**

[illegible]