



# 2017 Rockmart Christmas Parade

## "The Sounds of Christmas"

Dear Parade Enthusiasts,

Thanks for your interest in the annual Rockmart Christmas Parade set for Friday, **December 1, 2017 at 6:00 PM**, with the rain date set for Saturday, December 2, 2017 at 4:00 PM.

This year's theme is "**The Sounds of Christmas**". The theme is traditionally matched with the official title of Rockmart Community Chorus' annual Christmas Concert, which will be performed the weekend of the parade at The Arts Center Theatre in Historic Downtown Rockmart.

The **parade route** is listed below in the Official Parade Rules section of this document.

With the theme in mind, let's make this the best Christmas Parade in Rockmart History! **All** participants are encouraged to reflect a Holiday theme or the parade theme with decorations and lights. Churches, schools, clubs, non-profit organizations, military veterans, military active duty, dignitaries, walkers, animals, bicycles, big trucks, classic/antique cars, motorcycles, businesses, and more are invited to apply to participate.

Something for everyone! **Spectators**, when deciding where to gather to watch the parade, please consider the **Historic Downtown Rockmart** area. Businesses will be open late for your dining and shopping pleasure! Immediately following the parade, Rockmart Fire Department will stop with **Santa Claus** at the Rockmart History Museum, 133 S. Marble Street, to light the **Rockmart Christmas Tree** and meet with kids of all ages.

### **Float Competition**

Prizes available this year are \$500 for first place, \$300 for second place, and \$150 for third place in **TWO** Categories - (Category #1 - Churches) and (Category #2 - Schools/Clubs/Non-Profits). (*See Official Parade Rules below for complete details to be a contestant.*)

**Commercial Businesses** are invited to participate, and are encouraged to do so with decorated, illuminated floats to add to the beauty and excitement of this annual event. There is no prize money available for businesses, but what better way to advertise with **NO FEE**? Up to 5,000 spectators are expected! (*See Official Parade Rules below for additional details.*)

Planning to include a group of people with your entry? Please assemble offsite and carpool to the staging area at Hilburn Field Parking Lot. All vehicles **not** in the parade will be **strictly prohibited** from parking or standing in the drop off area, and **no parking** will be allowed in the Hilburn Field staging area. **Walking groups** will be given special instructions at the time of application for designated drop-off and staging areas.

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The Parade Committee and Rockmart Police Department request your patience and your help to divert unnecessary congestion downtown after the parade. Please make prior arrangements to meet in a designated place **away from the parade end** to dismount or disband.

To be a part of this annual Rockmart Christmas Parade tradition, a **valid email** address is required to apply, and **ALL participants must** apply online at [www.rockmart-ga.gov](http://www.rockmart-ga.gov), or traditional paper applications can be obtained from the City of Rockmart Water Department. All participants must submit applications **NO LATER THAN MONDAY, NOVEMBER 27, 2017**. Special instructions for drop-off and staging will be sent to applicants with confirmation that entry has been received and accepted. There is no fee to participate.

Thanks again for your interest, and we look forward to seeing you at the 2017 Rockmart Christmas Parade!

Rockmart Cultural Arts Center/City of Rockmart

Email – [rcac@rockmart-ga.gov](mailto:rcac@rockmart-ga.gov)

Attachments: Official Parade Rules  
Parade Route with Map

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## Official Parade Rules

- All applications must be submitted to the Parade Committee by **NOVEMBER 27, 2017**.
- All entries must be approved by the Parade Committee.
- All entries are encouraged to reflect a Holiday theme, or the parade theme with decorations and lights.
- All applicants and drivers must read all rules and sign the Hold Harmless Agreement
- **NO LIVE IMPERSONATION OF SANTA CLAUS WILL BE PERMITTED.** Santa Claus will be at the end of the parade with Rockmart Fire Department. They will stop at Rockmart History Museum, 133 S. Marble Street, in Downtown Rockmart to light the Rockmart Christmas Tree and meet with kids of all ages.
- To participate in the float competition, the parade theme, **“The Sounds of Christmas”** must be incorporated into the design and construction of the float. **Illuminated** floats are highly recommended.
- Floats will be judged on Use of Theme, Artistic Design, Overall Appeal, Illumination, and Adherence to Parade rules. Up to 10 points for each category is allowed, but 5 points will be deducted for not following theme and for each violation of the rules.
- Participants, including any unit or walkers, are **STRICTLY PROHIBITED** from handing out anything including, but not limited to candy, toys, goodie bags, flyers, materials, etc.
- **CONFETTI PROHIBITED!** Do not throw or shoot confetti or any other objects.
- All riders should be sitting or have a secure handle or prop to grasp.
- All tailgates on trucks should be firmly latched in the upright position.
- Do not allow riders to hang over the side of your truck or trailer. We recommend that an adult ride with or walk along side if children are participating.
- Do not exit the float as long as it is in motion.
- Do not allow riders on the floats to leave the float. To help divert congestion downtown after the parade, please make prior arrangements to meet in a designated place **away from the parade end** to dismount.
- **ILLUMINATE!** Please **use lights** on your float. Do not burn candles or have any other open flame.
- **ALL** Drivers must have a **valid Georgia Drivers License**, and will be required to sign a Hold Harmless Agreement list the day of the parade.
- Reckless/erratic driving is **STRICTLY PROHIBITED**.
- Cyclists: Motorcyclists **MUST** wear helmets / Bicyclists under age 18 **MUST** wear helmets.
- **All Animals MUST** have a cleanup detail following behind them.
- **Horses** will not be allowed in the parade unless they are wearing a **“diaper”**, or have a cleanup detail following behind them.
- **NO VEHICLES** dropping off participants are allowed parking or standing in the float staging area. To drop off parade participants, follow the direction of the parade staff. Do so quickly, then immediately move on.
- **FLOAT CONTESTANTS MUST be at the staging area and in place and ready to be juried by 5:30 PM.**
- All other parade participants **must** be at Hilburn Field parking lot, or other designated area by **5:30 PM.**
- Violation of any of the above rules can be grounds for disqualification to participate.

**RAIN DATE: Saturday, December 2nd (4 PM)**

**All participants must be at Hilburn Field by 3:30 PM. Competing floats MUST be in place by 3:30 PM to be juried.**

**NOTE: RAIN DATE TIME - 4PM**

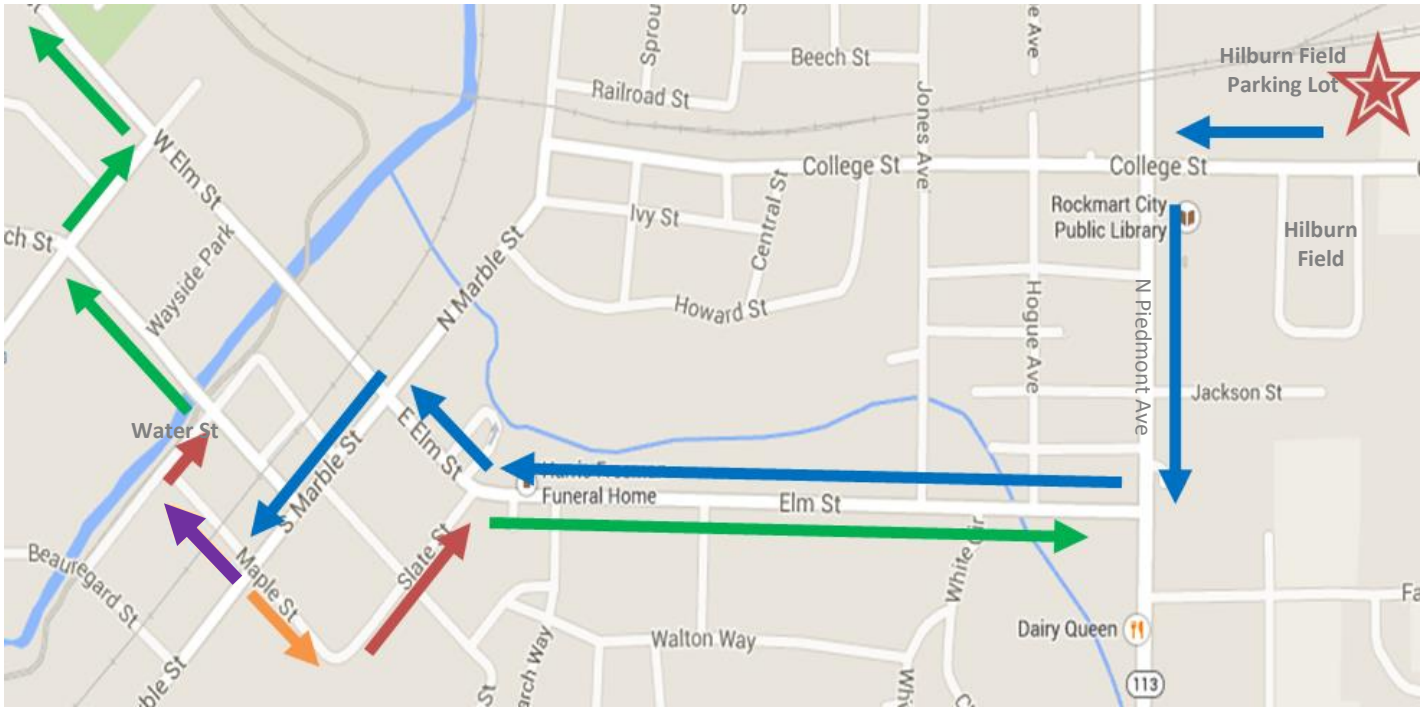
If you have any questions, please email [rcac@rockmart-ga.gov](mailto:rcac@rockmart-ga.gov) .

# 2017 Rockmart Christmas Parade

## ROUTE WITH MAP

2017 Parade Route:

**BEGIN** at Hilburn Field parking lot, 815 College Street; straight on College Street; left on N. Piedmont Avenue; right on E. Elm Street; left on S. Marble Street. At Maple Street, floats and large trucks will be directed to turn left on Maple Street to Slate Street; Marching Bands will be directed to continue on S. Marble Street to disband in "Eby-Brown" parking lot; All other participants will be directed to turn right on Maple Street, then to Water Street. **END**



Staging area at Hilburn Field Parking Lot on College Street **(NO PARKING ALLOWED)**

START OF PARADE



BLUE ARROWS - Route of the Parade



ORANGE ARROW – Route for **FLOATS & LARGE TRUCKS** at parade END



PURPLE ARROW – Route for **SINGLE VEHICLES & WALKERS** at parade END



RED ARROWS – Represent the END of the parade, STOP, as needed by Rockmart PD



GREEN ARROWS – Represent traffic directed by Rockmart PD, after the parade END