



2023 Rockmart Christmas Parade

December 7, 2023- 6pm

Dear Parade Enthusiasts,

Thank you for your interest in the annual Rockmart Christmas Parade set for **Thursday, December 7, 2023, at 6:00PM**, and NO rain date. This year's theme is "**Small Town Christmas.**" There is no fee to participate. The **parade route** is listed below in the Official Parade Rules section of this document.

All participants are encouraged to reflect 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, law enforcement and more are invited 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). To participate in the float competition, see Official Parade Rules below for complete details.

Commercial Businesses are invited to participate, and are encouraged to do so with decorated, illuminated floats. One Commercial float winner will be announced; however, no prize money is available for businesses, but what a better way to advertise with **NO FEE?** Over 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.

The Parade Committee and Rockmart Police Department request your patience and 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 Rockmart Christmas Parade Tradition, a valid email address is required to apply, and ALL participants must submit an application. Applications are available at the city offices, Rockmart Cultural Arts Center, Rockmart Recreation Department and on our website at www.rockmart-ga.gov

Applications must be submitted **NO LATER THAN NOVEMBER 21, 2023.**

Thanks again for your interest, and we look forward to seeing you at the 2023 Rockmart Christmas Parade!

2023 Rockmart Christmas Parade

Official Parade Rules

- All applications must be submitted to the Parade Committee by **NOVEMBER 21, 2023**.
- 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, “**Small Town 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 rules.
- **Floats cannot be taller than 13'** or they will be disqualified.
- 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 inside the back of truck or trailer 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 floats if 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 area **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 Driver's License** and will be required to sign a Hold Harmless Agreement List Prior to 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.
- Long Trailers need to be at the staging area and in place by **4:00 PM**.
- **FLOAT CONTESTANTS MUST be at the staging area and in place by 5:00 PM on the day of the Parade.**
- 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.**

If you have any questions, please email rtaylor@rockmart-ga.gov

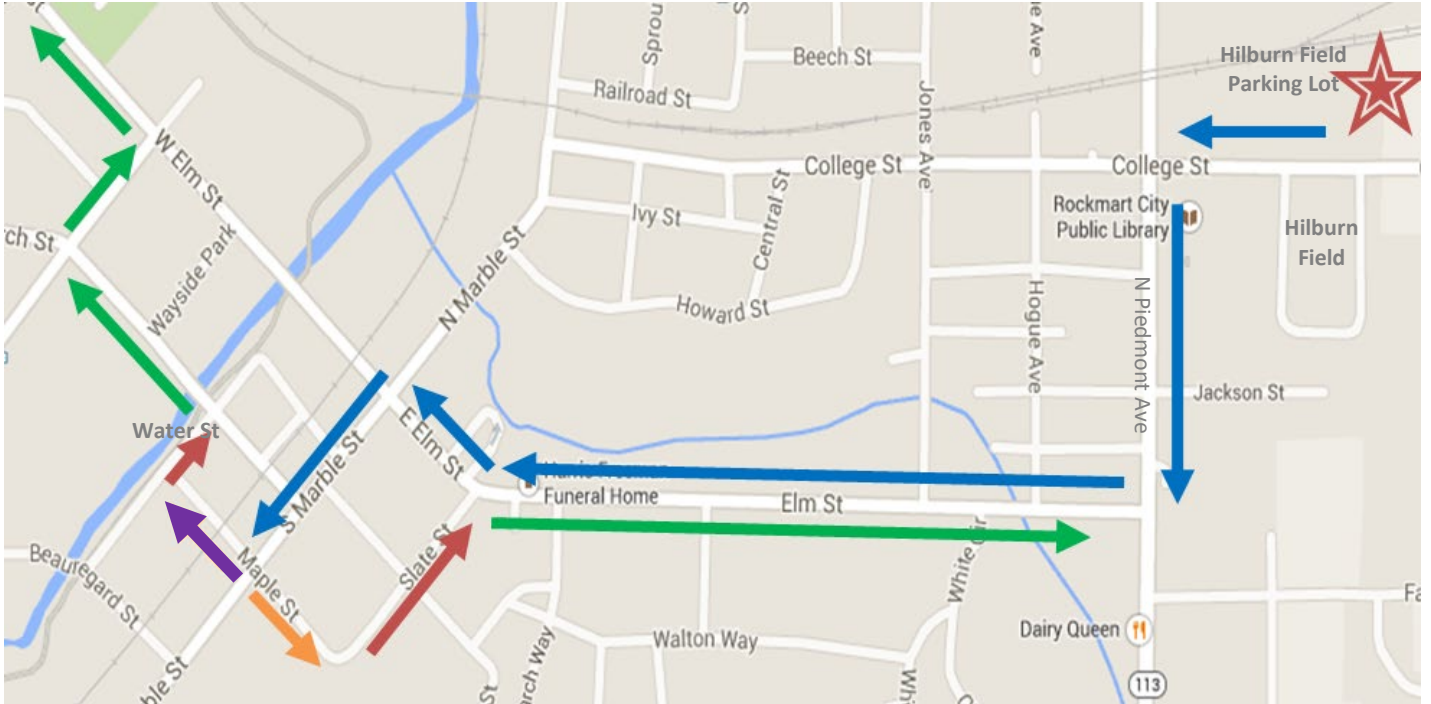
Rockmart Recreation Department. Phone: 770-684-2706. Web: www.rockmart-ga.gov

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ROUTE WITH MAP

2023 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