



*Presents*

## *A Very Broadway Christmas Parade*

**Saturday, December 4, 2021 at 11am**

You are invited to celebrate the holiday season at Broadway at the Beach by participating in A Very Broadway Christmas Parade. Be a part of Myrtle Beach's only holiday parade and proudly represent your business or organization and your employees as we wish our community a very happy Holiday Season.

Line up begins at 9am. We ask that all participants be lined up and in place no later than 10:45am. The parade will start promptly at 11am and details regarding the parade route will be sent out prior to the event.

This annual holiday tradition includes fundraising efforts to benefit the U.S. Marine Corps Reserve Toys for Tots program. We will be partnering with local Toys for Tots coordinators as they collect new, unwrapped toys to within our community. We also encourage all parade participants to bring a new, unwrapped toy to the parade for donation to the Toys for Tots program during parade check in.

If you and your business would like to participate in the parade, please complete the registration form included and return via email to [Marketing@BCCCompany.com](mailto:Marketing@BCCCompany.com). You may also drop off to Broadway at the Beach Guest Services in person or send via mail to the address below.

**Broadway at the Beach Guest Services  
Attn: Marketing  
1325 Celebrity Circle  
Myrtle Beach, SC 29577**

The deadline to submit your registration is Monday, November 29, 2021.

We look forward to seeing you at this year's A Very Broadway Christmas Parade!

**2021 A Very Broadway Christmas Parade Registration Form**

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

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

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

Vehicle type and total length of proposed unit (this is to ensure we mark enough space for your unit in the line up area): for example: truck with trailer, 30 total feet.

***The securing and rental of any commercial floats are the responsibility of the parade participant.***

Type of Parade Entry (select one):

Commercial Business - **\$25 Fee (make check payable to Broadway at the Beach)**

Non-Profit/Charity Organization

Beauty Queens/Princesses

Marching Band

Military

Media

Walking/marching groups please provide the number of participants in your unit: \_\_\_\_\_

Please provide a brief 10-second intro/script for use during the parade procession.

\_\_\_\_\_  
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