



Presents

A Very Broadway Christmas Parade

Saturday, December 7, 2024 at 11am

You are invited to celebrate the holiday season at Broadway at the Beach by participating in A Very Broadway Christmas Parade. Proudly represent your business or organization and your employees as we wish our community a Very Happy Holiday Season.

Line up begins on Saturday, December 7th 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 check in as well as the parade route will be sent out to all participants 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 and we 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 melissa.armstrong@bccompany.com.

Space is limited, so please return the registration form as soon as possible!

If you have any questions or would like more information please contact Melissa Armstrong, (843) 913-9325 / melissa.armstrong@bccompany.com.

We look forward to seeing you at this year's A Very Broadway Christmas Parade at Broadway at the Beach on Saturday, December 7th!

Thank you!

Broadway at the Beach Marketing

2024 A Very Broadway Christmas Parade
Saturday, December 7th at 11am
Registration Form

Business/Organization Name: _____

Contact Name: _____

Phone: _____ Email: _____

Day of Parade Contact & Phone: _____

Vehicle type and total length of proposed unit (this is to ensure we mark enough space for your unit in the lineup 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 (can be paid in advance or the day of at check in, make check payable to Broadway at the Beach)**

Non-Profit/Charity Organization – No Fee

Beauty Queens/Princesses – No Fee

Marching Band – No Fee

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

Will you be broadcasting music? If so, please describe: _____

Parade Rules

1. Santa Claus will be in attendance so please no Santa Claus costumes as part of your entry.
2. All parade entries need to be decorated in a holiday theme.
3. You may pass out candy by handing it directly to parade patrons or gently tossing. Please do not throw candy.
4. All motorized vehicles must be driven by a driver with a valid driver's license.
5. Please maintain the pace of the parade and do not stop to perform.
6. Broadway at the Beach maintains the right to control the type and number of participants in the parade.
7. Only the entry vehicle is allowed to drive in to the parade lineup area. A parking area will be designated and provided prior to the parade and it is your responsibility to share that information with those participating in your parade entry.
8. All participants must be in their lineup position by 10:45am.