



2024 PARADE MANUAL

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PLEASE CAREFULLY REVIEW ALL OF THE INFORMATION IN THIS PACKET BEFORE YOU SUBMIT AN APPLICATION.

By submitting an application, you certify that you have read and agree to the policies set forth within.



CITY OF KNOXVILLE



Parade Day Instructions

Parade Date:	Friday, December 6, 2024
Check-In Time:	5:00pm
Check-In Location:	<i>Please report to your designated lineup location*</i>
Step-Off Time:	6:45pm
Actual Start Time:	7:00pm
Ending location:	Magnolia Avenue

You will receive a lineup number if you are accepted into the parade. You do NOT need to report to the tent unless you have an issue or question. Check-in will be at your designated lineup location. A volunteer will be stationed along the staging space to check you in. This staging route is subject to change.

PARKING Limited parking is available, but may not be free because of events taking place in Downtown Knoxville. There is no special parking for parade participants. We highly recommend carpooling because of the volume of traffic and limited space. **NO PARKING PASS OF ANY KIND WILL BE INCLUDED IN YOUR ACCEPTANCE PACKET.**

ONLY VEHICLES IN THE PARADE ARE ALLOWED IN THE PARADE STAGING AREA. ALL TRANSPORT VEHICLES AND PERSONAL PARTICIPANT VEHICLES MUST PARK IN THE DESIGNATED PARKING AREAS.

TROLLEY SERVICE Trolleys provided by the City of Knoxville will be positioned at the end of the parade route to bring participants back to the beginning of the parade route. Space is limited at the end of the parade route, so no cars will be permitted to park and wait to pick up participants. After the completion of the parade, units will be directed back to the beginning of the parade route to disassemble.



Parade Day Instructions

ASSEMBLY AREA/CHECK-IN This year we will be staging in a new location, these details will be provided to those accepted into the parade. Line up is between 5:00 p.m. and 6:00 p.m. The parade will step off from the staging area at 6:45 p.m. There may be no admittance into the parade after 6:00 p.m. Please allow for extra time due to heavy traffic, street closures, and rerouted lanes. Each unit/organization will receive an acceptance packet prior to the parade date including its unit number and lineup location. Your lineup location is where you should report to check in on the day of the parade. It is possible that your unit number may change the day of. If this happens, a volunteer will be available at your original lineup location to tell you your new location.

**You do NOT need to report to the WIVK tent to check in unless you have an issue or question. Your entire group may report directly to your lineup location given to you in your acceptance packet to check-in. A WIVK volunteer will be available near your location to check you in. In the event that your location changes, the WIVK volunteer will direct you to your new location. Buses, cars, vans, etc. that are dropping off participants or equipment must quickly unload and clear the area.*

ONLY VEHICLES IN THE PARADE ARE ALLOWED IN THE PARADE STAGING AREA.

ALL TRANSPORT VEHICLES AND PERSONAL PARTICIPANT VEHICLES MUST PARK IN THE DESIGNATED PARKING AREAS.

TOILETS/DRESSING FACILITIES There are NO portable toilets or dressing facilities along the parade route. Portable toilets may be available near the band staging area, but are not guaranteed.

PARADE ROUTE The parade route will go down Gay Street, past the Christmas Tree in Krutch Park (this is where your script provided on the application will be read by the parade announcer), and continue down Gay Street, taking a right onto Magnolia where the parade will conclude. Please note this is subject to change by the City of Knoxville.

IN CASE OF EMERGENCY The parade is rain or shine and will take place regardless of weather unless you are otherwise notified. The City of Knoxville and WIVK will make the decision for what is best for everyone attending the 2024 WIVK Christmas Parade. In the event of an emergency, follow the direction of your closest police officer. Knoxville police officers will be stationed along the parade route to ensure your safety.

RENTED FLOATS If you are interested in renting a pre-decorated float from WIVK, please call Kimberly Parker at 865- 212-4503.



Parade Deadlines

Deadlines

The following must be postmarked to the correct WIVK address (*see below*) or dropped off at the front desk of the WIVK Studios on or before Wednesday, November 6, 2024:

- Complete application
- Entry fee (\$150)

APPLICATION DEADLINE: The application deadline is Wednesday, November 6, 2024. Applications must be completed and received by or post-marked to WIVK by the deadline to be considered for acceptance. The parade may fill up prior to the application deadline, so it is recommended to submit your application as soon as possible.

ENTRY FEE: The entry fee is \$150. We accept cash or check. The entry fee is non-refundable unless you are not selected to participate. The correct entry fee **MUST** accompany the application in order for your unit to be considered.

Please mail your application and entry fee to:

WIVK
Attn: Christmas Parade
4711 Old Kingston Pike
Knoxville, TN 37919

Checks are payable to: **Cumulus Knoxville**

Your acceptance, placement, and assembly in the parade will be determined by the information you provide on your application at the parade committee's complete discretion. If you are admitted, please do not bring any additional vehicles, trailers, animals, etc. other than what you include on your parade application. Any additions will **NOT** be permitted in the parade, and your entire unit may be dismissed from the parade without a refund.



Parade Deadlines

Deadlines

The following must be completed and received by WIVK's parade committee on or before Friday, November 22, 2024 (if your unit is accepted into the parade):

- Signed "Promotional Event Assumption of Risk/Liability Release/Indemnification Agreement" (aka release form) for **every participant** involved in your unit. (*There is one page for adults and one page for minors to be completed by a parent or legal guardian.*)

PARTICIPANT LIABILITY WAIVER FORMS All participants in your unit must fill out a "Promotional Event/ Assumption of Risk, Liability Release, Indemnification Agreement" form (a.k.a. release form). If your unit is accepted into the parade lineup, a release form for participants over 18 years of age and a minor's release form for participants under 18 years of age will be included in your acceptance package. Please make copies and distribute to everyone in your unit. For participants under 18 years of age, a parent or legal guardian must sign the minor's form. All release forms must be filled out and returned to WIVK on or before Friday, November 22, 2024. If WIVK does not receive the forms by this date, your admittance will be denied and your application fee will not be refunded. Forms can be scanned, faxed, mailed, or dropped off at the WIVK Studio.

LEGAL WAIVER: *All participants, in consideration of participation in this event, agree to indemnify, hold harmless, and release the City of Knoxville, Cumulus Media, its agents, employees and advertisers, from any and all liability for any injury or damage which may arise out of or in any way be connected with participation in the parade.*



Float Guidelines

APPEARANCE/DECORATIONS

- All parade units must be decorated in a Christmas theme and include lights.
- No Santas or Santa Claus costumes are allowed in your unit. Santa will make an appearance at the end of the parade, and it may be confusing to children if there is more than one.
- No overtly political messages are permitted in the parade.
- Floats need to be decorated so that viewing from either side is equally appealing.
- The parade will not be canceled for bad weather, so floats need to be constructed and decorated with material that will hold up under adverse weather conditions.
- No pyrotechnics of any kind are allowed on the floats or in the parade.
- No real fire is allowed on the floats or in the parade.
- Sirens, bullhorns, and air horns of any kind are prohibited in the parade.

PARADE UNIT PHYSICAL GUIDELINES

- We require that your TOTAL unit length NOT exceed 50 feet from the front of the vehicle (*car/truck/etc. that is towing your unit to the end of the unit*) due to limited staging space!!
- If your unit does not meet these specifications or if you bring more than was accepted into the parade (more people, vehicles, etc.), your entire unit may be asked to leave without refund.
- Parade units cannot be taller than 13 feet in height due to overhead obstructions along the parade route.
- Wiring devices must be UL approved and in good condition.
- If portable generators are used, they must be securely mounted on a vehicle.
- A minimum of 12 inches clearance must separate the generator from combustible material.
- At least one four-pound dry chemical or one 10-pound carbon dioxide fire extinguisher must be placed within easy reach of the driver of each unit.
- All floats/units are subject to safety inspections



Rules and Restrictions

DISTRIBUTION OF MATERIALS

The throwing of candy, samples, or materials of any kind along the parade route is strictly PROHIBITED. Unit members are allowed to walk along the parade route to hand out items. Failure to abide by this rule may result in dismissal from the parade without a refund.

CODE OF CONDUCT

Participating in the parade in no way releases anyone from observing all laws and regulations. Individuals and organizations are expected to be courteous to parade officials, attendees, and other participants. Please keep in mind this is a family-friendly event. Smoking is NOT permitted in the parade line-up or at any time during the parade. No radio stations may be played during the parade or in the lineup apart from 107.7 WIVK.

TIMELINESS

Check in is between 5:00 p.m. and 6:00 p.m. If you are not in your assigned location and checked in by 6:00 p.m., you will NOT be allowed to participate. No refunds will be issued for late or no-show units.

DRIVERS OF VEHICLES IN PARADE

Drivers of all vehicles in the parade must have a valid driver's license, proof of insurance, and must be 18 years of age or older.

MUSIC AND BAND UNITS

Music should be complimentary to the unit and not disruptive. Parade officials have the right to control the volume level coming from each float. Due to communication between parade officials, we ask that no music be played after 5:45 p.m. until after the parade steps off. Participating bands are allowed to practice up until 5:45 p.m., and then they must quit until after they turn the corner at the intersection. *(If extra practice involving music, instruments or sound is required, plan to arrive early to allow your unit enough time to warm-up, etc.)* Sirens, bullhorns, and air horns of any kind are prohibited in the parade.

VENDORS

Vendors will NOT be allowed in the 2024 WIVK Christmas Parade.

WALKERS

Due to the length of the parade and in order to eliminate lapses between entries, all walking participants (*twirlers, cloggers, scouts, etc.*) under the age of 12 must ride on vehicles provided by the participants.

ANIMALS

Please note that NO horses will be allowed in the 2024 WIVK Christmas Parade. All other animals, including dogs, must be placed on a float and may NOT walk on the street. Rabies Vaccination Requirement – State law requires that any and all canines must have a current certification of rabies vaccination. Proof must be provided if requested. There is also a city ordinance that all dogs in a public place must be effectively restrained by chain or leash not exceeding eight (8) feet in length, and any person having the custody or control of any dog shall have the responsibility for cleaning up any feces of the animal and disposing of such feces in a sanitary manner.