

# 2020 Chick-fil-A Christmas Parade at Chesapeake Square

Thank you for your interest in the Chick-fil-A Christmas Parade at Chesapeake Square! We are excited about this year's event and look forward to your participation. It is our goal to give you as much information up front to assist you with your application so that we can ensure a quality line-up of parade participants.

Please take time to study the application guidelines before you finalize your unit design and complete your application. **INCOMPLETE APPLICATIONS CANNOT BE PROCESSED.**

## Important Dates to Remember

Monday, November 30, 2020: Application/Entry Fee Deadline

Saturday, December 5, 2020: Chick-fil-A Christmas Parade at Chesapeake Square

## Application Process

Please return only the entry payment and forms marked for return. Keep all others for your records.

Entry fee: \$35.00 (fee is only used to pay expenses for the parade)

Options: 1. Mail (by 11/18/20) or hand deliver Entry Fee and completed applications to:  
**Chick-fil-A/4204 Portsmouth Blvd/Chesapeake, VA 23321**  
**Attn: Peg Borman**

2. Email completed applications to: cfachristmasparade@gmail.com

## Parade Theme

Your unit should uniquely incorporate this year's theme **"Christmas Through the Decades"**

## Judging & Prizes

This year, entrants may decline the opportunity to be judged. Winning units will be notified prior to the start of the parade. Winners will be provided with 2 people to hold the banner next to their unit during the event identifying them as a winner for their specific category.

The Judges are a panel of 3 people who are active in the Chesapeake community.

All judging begins promptly at 7:30 am. When the judges arrive at your unit they are judging it at that time, they will not be able to come back later. Please have your unit complete and ready to be judged at 7:30 am.

**Judging categories:**

Best Performing Unit (non-band)

Best Animal Unit (including equestrian)

Best Float

Best Specialty Unit

Best Automotive Unit

Best Band

Best in Show

Judges Choice Award

**Parade Route & Line-Up Information**

Instructions for lineup will be sent following application acceptance. Entry and exit for all in parade units will be Capri Circle near Wendy's. Entrants will then be led into position around Ring road. First position in the lineup will be in the outside lane of Ring road behind the former Pier 1 and subsequent entrants will line up in the outside lane of Ring road progressing backward toward Red Robin.

Lineup will open at 5:30 a.m. and close at 7:15 a.m. Units must be in place no later than 7:15 a.m. Those who arrive late will forfeit their space in the parade. Please plan to carpool within your unit. Only vehicles that are in the parade will be allowed inside of the staging area. NO EXCEPTIONS. All groups need to arrive together, either by carpool, separate vehicles with one behind the other, and park in the mall parking lot and walk to his or her spot in the lineup.

Roll call of units will be conducted at 7:15 a.m. by Parade Personnel and reported to Parade Marshalls. ALL UNITS SHOULD BE IN PLACE. Once this is complete, any unit that has not arrived will be eliminated from the parade and will NOT be allowed into lineup. Judging will begin at this time. The parade spectators will be allowed entrance to the area starting promptly at 8:00 a.m.

Parking for those picking up participants after the parade can be found anywhere around ring road at the mall.

## Application Acceptance Process & Criteria

All units must submit an application to be considered for the 2020 Chick-fil-A Christmas Parade at Chesapeake Square. It is important that time and effort is put into the application and sent in as complete as possible. So units are aware, the following information is for you to know how units are accepted and what criteria are taken into consideration.

### For All Units

**Costuming, Prop, & Participant Decoration**-Costumes need to catch the eye of viewers on the street as well as on television. While costuming should be fun and exciting, it should accentuate a unit's attributes, be comfortable, weather appropriate and family appropriate. All props should be properly decorated.

**Formation**-All units must present a type of formation. A diagram chart must accompany the application (NOT negotiable!)

**Theme**-All units are encouraged to incorporate the theme "Christmas Through the Decades" into their units. Be it on clothing or on items in/on the unit. The decade must be included on the application.

**Choose a Category**-All units opting to be judged, MUST choose ONE category to be considered in. Failure to supply this information on the application, will result in a category being selected by the judging committee.

### Selection Criteria for Each Category

#### Animal & Equestrian Units

- \*This category includes equestrian groups and other animal clubs.
- \*Description of appearance
- \*Formation
- \*Maximum of 20 horses and/or animals
- \*Costume or uniform (pictures can accompany application)
- \*Equestrian units must include a current Coggins Test (for each horse) with application
- \*Horses will be placed throughout the parade lineup and route. HORSES MUST BE DIAPERED OR SOMEONE FROM YOUR UNIT MUST BE DESIGNATED TO THOROUGHLY CLEAN UP ☺. Any excrement left following the parade will result in a \$25 fee assessed to **ALL** equestrian entrants, unless parade staff can definitely identify the party at fault.

#### Band Units

- \*This category is broken into two sub-categories. Please note that flag, drill, dance teams, as well as NJROTC units that normally accompany bands should enter as one unit.
- \*Description of appearance
- \*Formation
- \*Music Selection (Christmas selections)

\*Performance (Musical Evaluation: precision & ensemble playing, quality of sound, balance & pitch, overall sound & effect, selection of music...Marching Evaluation: precision of movement rank & file, overall appearance & style, percussion section & originality)

Please be sure all routines can be completed without traveling more than 10 feet in either direction.

### **Float Units**

\*This category includes any completely decorated or disguised unit powered by a motorized vehicle.

\*Description or drawing of appearance

\*Formation (relation of the float to those walking with the float)

\*All vehicles must be decorated with theme related materials.

\*All exposed parts (including wheels) should be covered.

\*Floats using generators must have a fire extinguisher.

\*Children under 12 should be accompanied by an adult

### **Automobile Units**

\*This category includes motorized, uniquely self-propelled vehicles and motorcycles.

\*Description of appearance

\*Incorporation of costuming and theme.

\*Use of music/sound/sound effects

### **Performing Units**

\*Description of appearance

\*Formation

\*Minimum of 20 and maximum of 100 costumed participants

### **Specialty Units**

\*This category is for JROTC, or the like units

\*Description of appearance

\*Formation

\*Well planned choreography and performance

Please be sure all routines can be completed without traveling more than 10 feet in either direction.