

MainStreet Cleveland Christmas Parade

Rules & Regulations

Saturday, December 5, 2026

REGISTRATION

The Christmas parade is Saturday, Dec. 5, stepping off from Bradley Central High School at 6 PM. All completed entry forms and fees are due by November 20 at 4:00 PM. Entries may be mailed or dropped off at the MainStreet Cleveland office.

Mailing address: Mainstreet Cleveland
PO Box 304
Cleveland, TN 37364

Physical Address:
160 2nd Street, NE
Cleveland, TN 37311

There is a limit of three (3) motorized vehicles per business/organization entry.

ENTRY FEES

- \$45 – Float & towing vehicle
- \$45 – Per decorated vehicle
- \$20 – Per motorcycle
- \$20 – Per horse

Late applications, submitted between Nov 24 and Dec. 2, are subject to an additional \$40 late fee. No applications will be accepted after 12:00 PM on Tuesday, December 2. Parade will go on rain or shine, except for severe weather. There is no rain date. Entry fees are non-refundable.

PARADE DRIVERS & ROUTE

Departing from Bradley Central High School, the parade will travel north on Hwy 11, east on 3rd Street, north on Ocoee Street, around the monument, south on Broad Street, west on Inman Street, south on Hwy 11, and return to the high school.

All drivers must be at least 18 years of age and present a valid driver's license and proof of insurance. Parade line up is on first in, first out basis. Gates open for line up at BCHS at 12:30 and close promptly at 4:30 p.m.

MANDATORY SAFETY MEETING

A representative of your group **MUST** attend one of the following safety meetings:

- Monday, November 30 at 12:00 PM
- Tuesday, December 1 at 6:00 PM

The meetings are held at the Chamber of Commerce at the Village Green, 225 Keith Street SW. You will receive your gate pass at the meeting. Safety is our priority; **any group not represented at the meeting will not be allowed to participate in the parade.**

FLOAT SIZE & SAFETY REQUIREMENTS

For safety and maneuverability along the parade route:

- Maximum towed trailer length is 30 feet
- Must be able to safely navigate tight downtown turns and the monument loop
- Single trailer units only (no multi-trailer combinations)
- No semi-trucks or oversized commercial rigs
- All trailers must be properly hitched, secured, and roadworthy

MainStreet Cleveland reserves the right to deny participation to any entry deemed unsafe.

CHILD RIDER SAFETY (UNDER AGE 12)

For the safety of all participants, the following rules must be abided by:

- Children must remain seated at all times while the float is in motion.
- Secure seating areas are required for all towed trailers
- Safety rails for all towed trailers with riders to be 3 feet or higher
- Minimum 1 adult supervisor per 5 children
- Adults must actively monitor children at all times, both from float and walking alongside
- No sitting or standing on edges, railings, or rear of float
- No riding on towing vehicle, hitch area, or trailer tongue
- Children must be loaded and unloaded only in designated staging areas

MainStreet Cleveland reserves the right to remove any participant not complying with these safety requirements.

PARADE FLOW & SPACING

- Maintain 50 feet between entries at all times
- Vehicles are not allowed to stop or intentionally slow down
- No performances or photo stops during the route
- Please stay in line and drive at a steady pace
- Do not unload riders until the parade returns to Bradley Central High School

DROP-OFF FOR FLOAT RIDERS

Have a firm plan for where and when to meet parents who are dropping off children to ride on a float. Exchange cell phone numbers with all participants.

It is the entrant's responsibility to get children to the float and safely back to parents at end of parade.

THEME

The theme for the parade is the celebration of Christmas.

Please note: Santa Claus will appear only at the end of the parade. No other live Santa is allowed. Animated Santas are permitted.

DECORATIONS

All entries must have Christmas lights and decorations covering a minimum of 50% of the entry.

- Maximum float height is 14 feet to clear traffic signals
- Towing vehicles must also be decorated
- Commercial vehicles must be decorated. *Undecorated vehicles for the sole purpose of advertising are not allowed*

THROWING CANDY / OBJECTS

City law strictly mandates that no candy or objects may be thrown from vehicles. Throwing candy encourages children to enter the roadway and is extremely dangerous.

Participants may walk alongside and hand out candy. Recommended age 13 years and up.

The Cleveland Police Department will remove any entry that violates this rule.

CONDUCT

No foul or offensive language, alcoholic beverages, or illegal drugs are permitted at any time.

No clothing with foul or offensive language is allowed.

IDENTIFICATION

All participants must display a visible sign with the name of their organization on the float or carried by individuals in front of the entry.

HORSES

All horses must have current Coggins Papers. A copy must be submitted with the application and will be checked by a veterinarian prior to the event.

- Horses must be familiar with parade environments and large crowds
- Report to the south side of the front lawn of the high school upon arrival
- Horses must stay off the soccer field (fenced area)
- No horses are allowed inside the float staging gates
- No onsite registrations are allowed. All horse entries must meet the deadline.

AWARDS

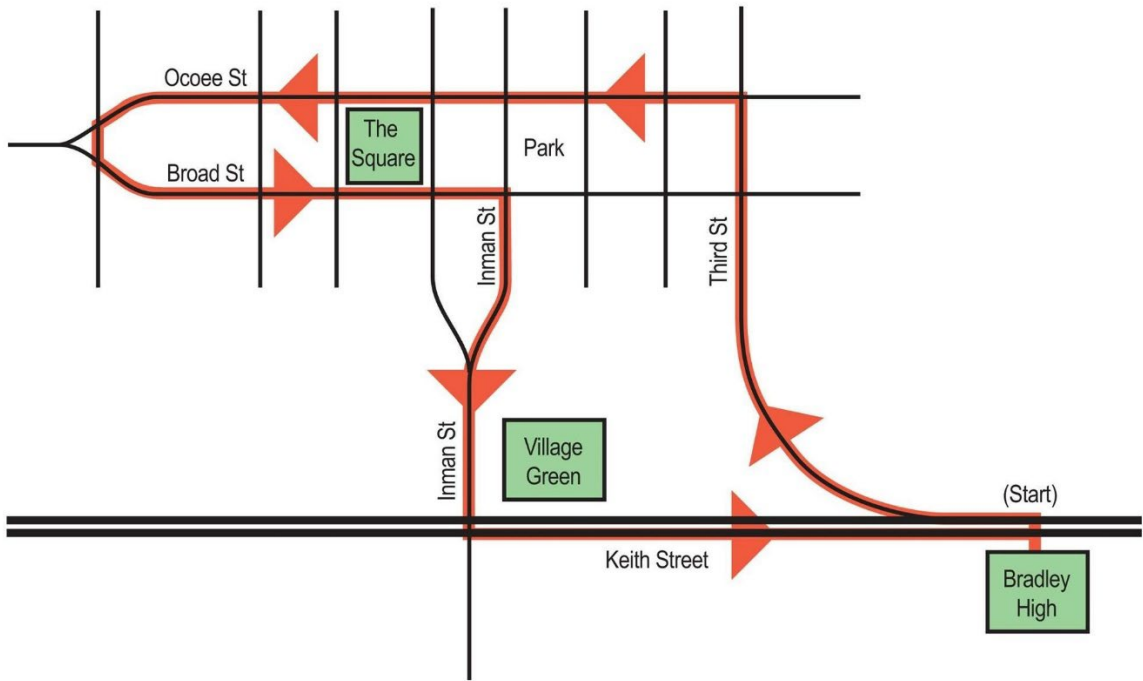
Trophies will be awarded at the end of the parade near the BCHS cafeteria doors.

Awards include:

- Best of Parade
- Most Christmas Spirit
- Best in Category:
 - Commercial
 - Elementary/Youth
 - Middle/High School
 - Civic/Non-Profit
 - Religious

Thank you for helping make the MainStreet Cleveland Christmas Parade a festive event for the Cleveland and Bradley County community!

Downtown Cleveland Christmas Parade Route



CHRISTMAS PARADE ENTRY FORM – DECEMBER 5, 2026

Please attach to this completed entry form: entry fee, proof of insurance for parade vehicle, and a copy of the driver's license for the person driving in the parade. Return to Mainstreet Cleveland by mail or drop off.

Company/Organization: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Day Phone Number: _____ Cell Number: _____

Email address: _____ *(required)*

REQUIRED TO CONTACT FOR MEETING REMINDERS AND NECESSARY ANNOUNCEMENTS. EMAIL ADDRESS WILL NOT BE SHARED

Brief Description of Entry: _____

Estimate the number of people that will be on your float: _____

Number of motorized vehicles in your parade entry: (3 maximum and must be decorated) _____

Driver's License attached _____ Proof of insurance attached _____

Horses – Are your Coggins papers attached? _____

Please circle the (1) meeting you will attend:

Monday, 11/30 at 12 noon

Both held at the Chamber of Commerce, **225 Keith Street, SW**

Tuesday, 12/1 at 6 p.m.

Check the category you wish to enter:

☐ Commercial

☐ Religious

☐ Elementary School / Youth Organization

☐ Civic / Non-Profit

☐ Middle School / High School

☐ Horses

I will hold harmless the City of Cleveland, MainStreet Cleveland, Bradley County, their officials and employees from any and all loss, cost, damages, expenses and liability arising from the Christmas Parade. Mainstreet Cleveland, the City of Cleveland, Bradley County, Bradley County Sheriff Department, and Cleveland Police Department accept no liability for actions that may arise. Any insurance protection which may be necessary for accidental injury or property damage during the event is the sole responsibility of the applicant. I have also read and will abide by the rules and regulations for the MainStreet Cleveland Christmas Parade.

DATE: _____

Printed Name: _____

Mail to:

Mainstreet Cleveland

PO Box 304

Cleveland, TN 37364-0304

Signature: _____

Checks Payable to: Mainstreet Cleveland

Physical address- Drop off at: 160 2nd Street, NE in Municipal Building Annex (Old City Hall Building)

Application Fee: _____

Drivers License: _____

Insurance Copy: _____

Horses-Coggins Papers: _____

Fees: \$45 Float & Towing Vehicle

\$45 per decorated vehicle

\$45 per walking group

\$20 per motorcycle

\$20 per horse

\$40 late fee after 11/23/2026