

MainStreet Cleveland Christmas Parade

Rules & Regulations – Updated 10/22/2026*

Saturday, December 5, 2026

New Staging Location and New Route for 2026!

REGISTRATION

The Christmas parade is Saturday, Dec.5, stepping off 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

New for 2026: *Limit of 1 motorized vehicle per business/organization entry. Exception, 1 additional vehicle is allowed if it supports an entry pulling a float.*

ENTRY FEES

- \$45 – Float & towing vehicle
- \$45 – Per decorated vehicle
- \$20 – Per motorcycle, ATV, or Golf Cart
- \$20 – Per horse

Late applications, submitted between November 21 and December 1, are subject to an additional \$40 late fee.

No applications will be accepted after 12 Noon on Tuesday, December 1.

Parade will go on rain or shine, except for severe weather. There is no rain date.

Entry fees are non-refundable. MainStreet Cleveland, in coordination with public safety officials, may delay, suspend, reroute, or cancel the parade for safety reasons.

PARADE DRIVERS & NEW ROUTE FOR 2026!

Important change: This is a new, shorter route. Bradley High School is unable to host the Parade staging due to on campus construction.

Departing from the large parking lot at the intersection of Edwards Street, SE and 3rd Street, SE, (behind the Museum Center at Five Points) The parade will travel west on Inman Street, north on Ocoee Street, turn at the monument, and head south on Broad Street to 3rd Street. From there, the parade will turn right onto 3rd Street and continue to its conclusion at the intersection of South Lee Highway and Keith Street.

*Please review the attached parade route map which is 1.6 miles, with a separate start and end point. Staging area map is attached.

Parade line up is on first in, first out basis. Line up begins at 1:30 and ends promptly at 4:30 p.m. Line up entrance is near 225 Edwards Street, SE, parade vehicles turn into parking lot on 2nd Street, SE.

All drivers must be at least 18 years of age and submit with the entry form a valid driver's license and proof of insurance on the vehicle that is entering the parade.

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, no exceptions. Drivers are urged to attend.**

FLOAT SIZE & SAFETY REQUIREMENTS- New 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) – Updated Rules

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

- Children must always remain seated 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 by riding on the float and walking alongside
- No sitting or standing on edges, railings, or rear of float for all ages
- No riding on towing vehicle, hitch area, or trailer tongue for all ages
- 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.

STAGING, LINEUP, AND ROUTE COMPLETION

- No entry may change its assigned position, merge with another entry, or add unregistered vehicles or participants without approval.
 - Once an entry has entered the lineup, follow the instructions of staging personnel and remain in place until directed to move.
 - At the end of the route, all entries must proceed to the designated unloading or dispersal area and follow officials' directions. No participant may unload or dismount in an active traffic lane.
 - Each entry is responsible for collecting its equipment and trash and leaving the staging and unloading areas clean.
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WALKERS

- Walkers are required to stay with their entry
 - Follow instructions from police and parade marshals,
 - Keep clear of moving vehicles, never enter the path of another entry.
 - Establish a responsible adult or group leader for your entry
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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 in the parade route. Unload in a safe place that your group has pre-determined when parade ends at South Lee Highway & Keith Street intersection.
 - Unloading instructions will be presented at the safety meeting
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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.

Shuttle:

At the end of the Parade, after participants have cleared the route, a Shuttle is available at The Village Green to transport back to Staging Area for anyone returning to a parked vehicle.

The Village Green is a designated lot for parents to pick up children who are riding on floats. Maps of parking areas and shuttle schedule will be provided at the Safety Meeting.

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 from the ground to clear traffic signals
 - Towing vehicles must be decorated
 - Commercial vehicles must be decorated. *Undecorated vehicles for the sole purpose of advertising are not allowed in the parade.*
 - All decorations and equipment must be securely attached and must not obstruct the driver's vision, mirrors, lights, or access to controls.
 - No decorations, signs, or equipment may drag on the roadway or extend into spectators' areas.
 - All floats must be inspected by their owners before arrival and remain safe throughout the parade.
 - No open flames, fireworks, or pyrotechnics are permitted. Generators and electrical equipment must be safely installed and operated.
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NO THROWING CANDY / OBJECTS

City law prohibits throwing candy or objects 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 parade staging area of Edwards & 2nd Street, SE upon arrival
 - No horses are allowed inside the float staging area
 - No onsite registrations are allowed. All horse entries must meet the deadline.
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AWARDS

Award winners will be announced on MainStreet Cleveland's Facebook page following the parade. Trophies are available for pickup or delivery to your business the following Tuesday.

7 Awards include:

- Best of Parade
 - Most Christmas Spirit
 - Best in Category:
 - Commercial
 - Elementary/Youth
 - Middle/High School
 - Civic/Non-Profit
 - Religious
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Thank you for making the MainStreet Cleveland Christmas Parade a beautiful holiday tradition for the Cleveland and Bradley County community!

PARTICIPANTS CHECK LIST

- Completed registration and payment
- Attend Safety meeting and get gate pass
- Attach Valid driver's license and proof of insurance
- Float dimensions, towing vehicle, and rider safety
- Define Entry leader and emergency contact
- Parent drop-off and pickup arrangements
- Review Parking, shuttle, and unloading instructions
- Review of the new staging and parade route maps

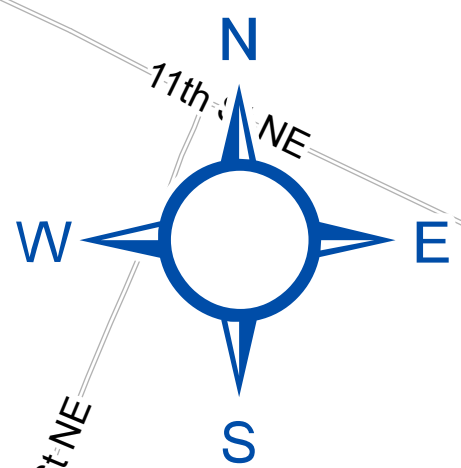
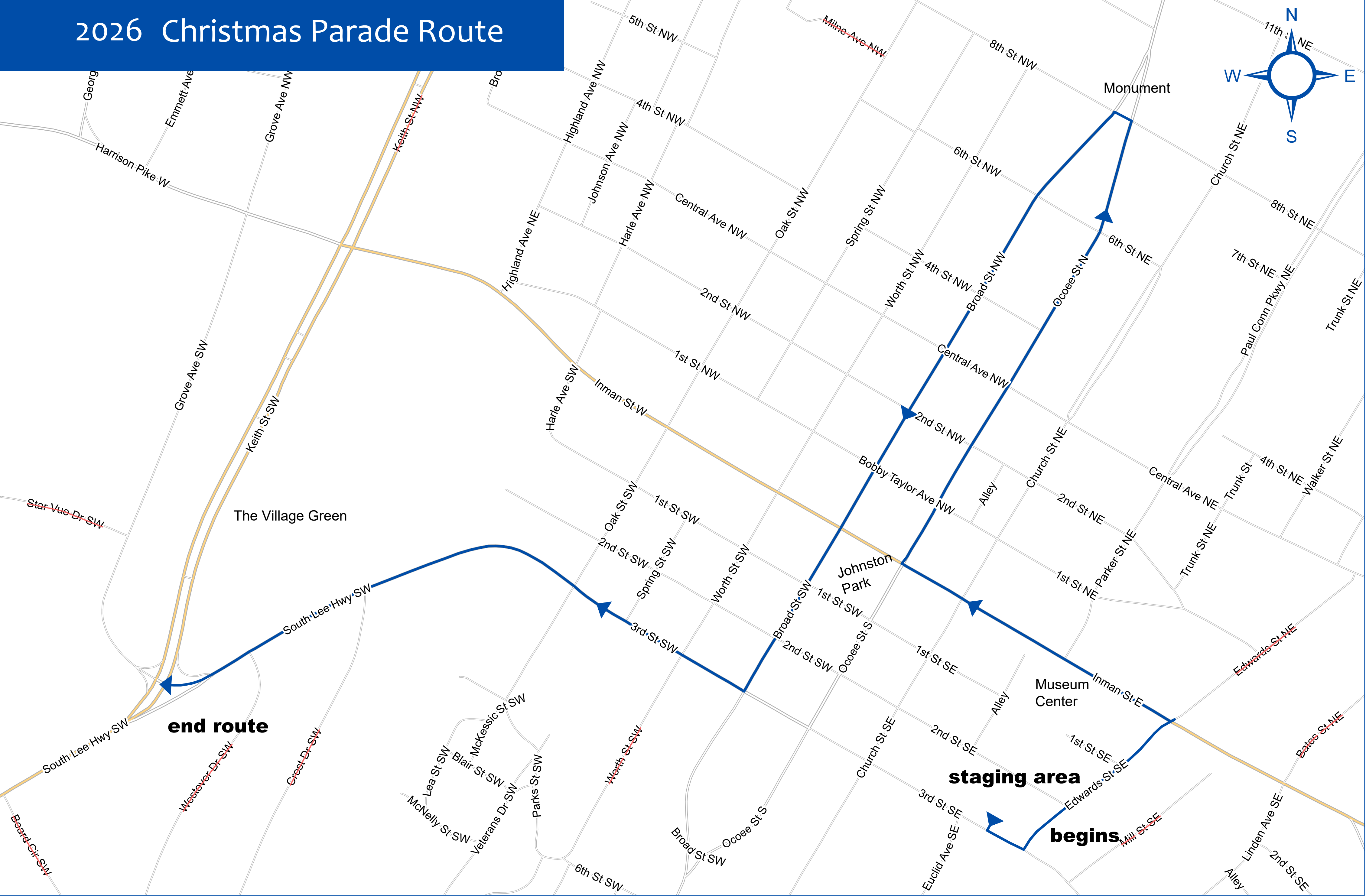
New 2026 Parade Route

The Parade Returns to Inman Street!



This year a new, shorter route is being used. The parade will begin departing from the large parking lot at the intersection of Edwards Street, SE and 3rd Street, SE, (behind the Museum Center at Five Points) The parade will travel west on Inman Street, north on Ocoee Street, turn at the monument, and head south on Broad Street to 3rd Street. From there, the parade will turn right onto 3rd Street and continue to its conclusion at the intersection of South Lee Highway and Keith Street.

2026 Christmas Parade Route



Legend

Parade Route

Road Centerlines

Freeway

Highway

Local

Major Arterial

Minor Arterial

Other

Ramp

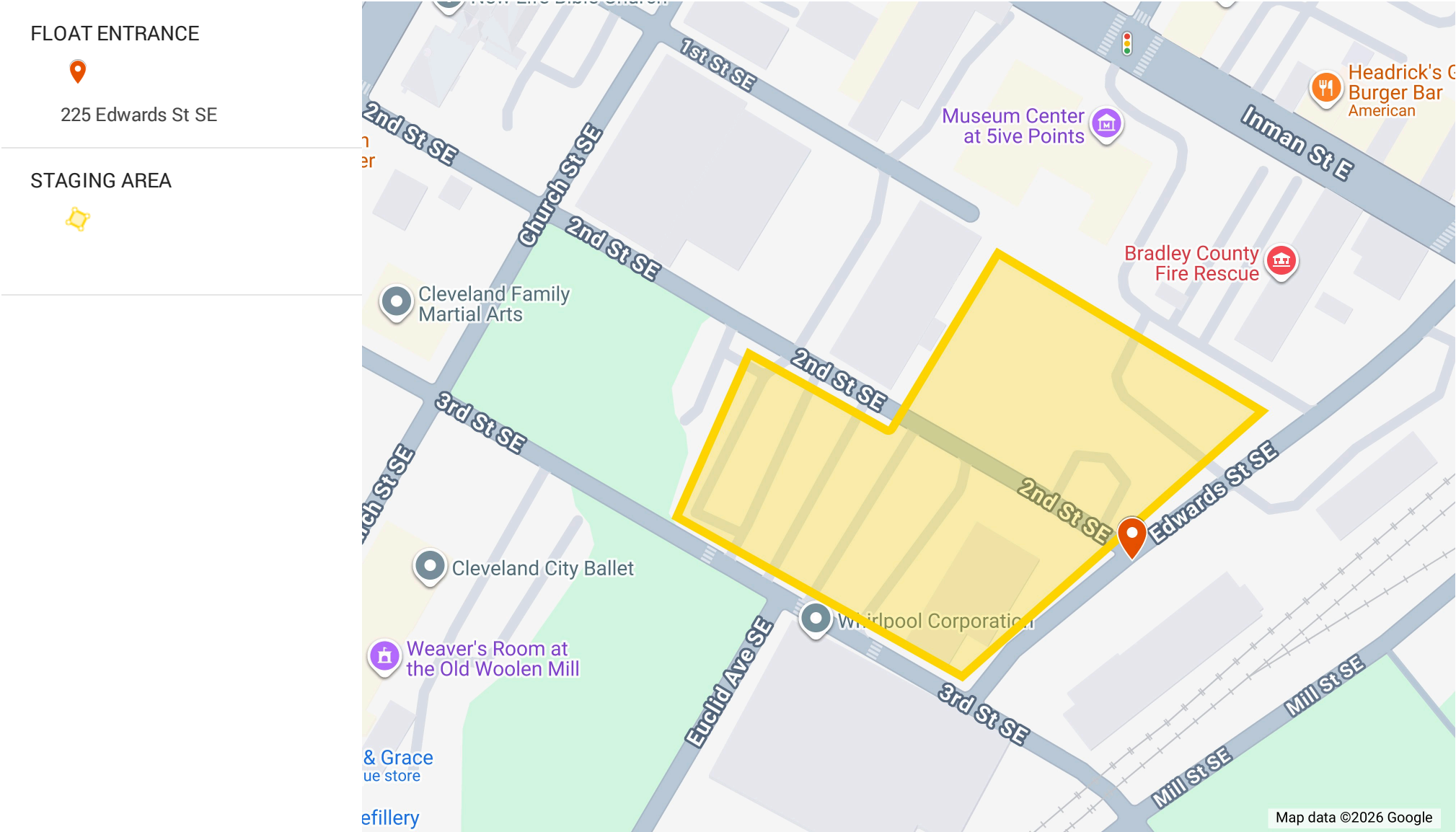
CLEVELAND

TENNESSEE

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2026 Christmas Parade Staging



CHRISTMAS PARADE ENTRY FORM – DECEMBER 5, 2026

Please read rules and new procedures for 2026! 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: _____

Limit of 1 motorized vehicle and trailer per business/organization entry.

Exception, 1 additional vehicle is allowed if it supports an entry pulling a float. _____

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 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 11/20/2026