MainStreet Cleveland Christmas Parade
Saturday, December 5, 2026

Rules & Regulations – Updated 11/6/2026*

New Staging Location and Updated Route!

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.

ROUTE INSTRUCTIONS, STAGING, & LINEUP

Important change: This is a new updated route. Bradley High School cannot 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 5ive Points), the parade will travel west on Inman Street, north on Ocoee Street, turn at the monument, and head south on Broad Street, turning right on Inman Street, then turn left onto Keith Street, and continue to its conclusion at the intersection of South Lee Highway and Keith Street.

LINE UP INSTRUCTIONS

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 for the vehicle entering the parade.

- 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 on 2nd Street, SE into the parking lot.
- Parade line-up is on a first-in, first-out basis
- 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.
- Each entry is responsible for collecting its equipment and trash and leaving the staging and unloading areas clean.

END OF ROUTE & PARTICIPANT PICKUP

At the end of the route, the intersection of Keith Street and South Lee Highway, drivers must follow these instructions:

- **Vehicles not dropping off riders or passengers:** May proceed straight onto South Lee Highway
- **Floats and vehicles carrying adults or children who need to be dropped off and meet parents:** Turn left onto 3rd Street and return to the parade staging area.

Important: 3rd Street will be closed to regular traffic and blocked off to allow parade participants to safely return to the staging area. Only authorized parade vehicles will be permitted in this area.

The parade route is a continuous loop that returns to the original staging area where the parade begins.

- No participant may unload or dismount in an active traffic lane.
- Children must remain with their assigned entry until they reach the designated unloading area and are safely reunited with their parents or guardians.
- Only authorized parade vehicles and personnel will be permitted in the restricted staging area.
- Participants and parents make arrangements in advance for safe pickup.

*Please review the attached parade route map and Staging area map.

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

Meetings will be 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
A**ny 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 having adults riding on the float and adults 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.

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

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

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 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.

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; it will be checked 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.

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

Thank you for making the Christmas Parade a beautiful holiday tradition for the Cleveland and Bradley County community!

PARTICIPANTS CHECKLIST

- 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 and unloading instructions
- Review of the new staging and parade route maps

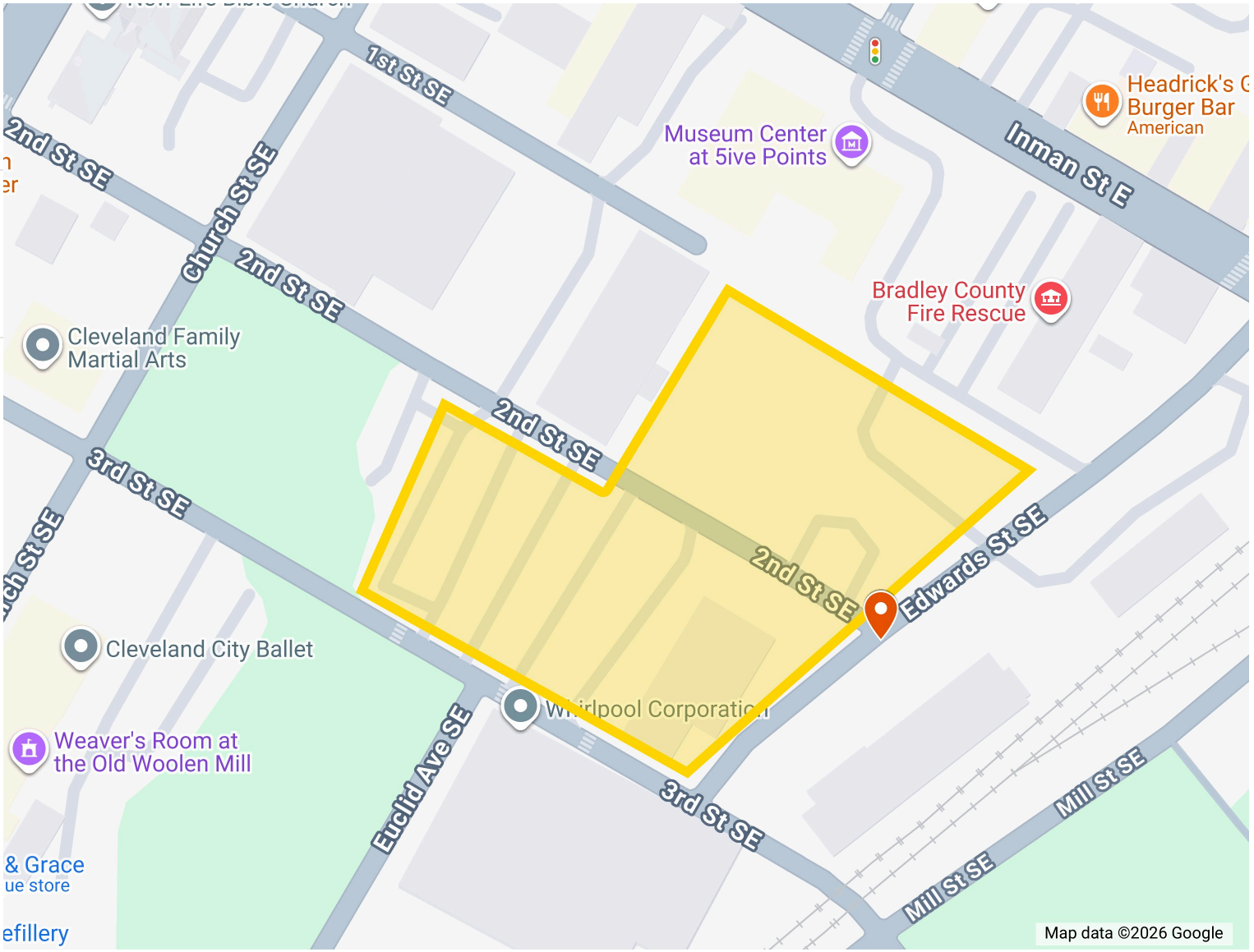

MAINSTREET
Cleveland
Christmas Parade
2026
Monuments
8th Street N
N
E
W
S
Court House
Broad Street
Ocoee Street
Inman Street W
Inman Street E
Johnston Park
Museum & Cultural Center
5 Points
Edwards Street S
Band Staging
Parade Start Staging Area
Village Green
Keith Street
3rd Street S
Closed to Traffic
3rd Street S
Parade Route
Parade Dispersal
Closed to Traffic
Parade End
Updated 11/6/26

2026 Christmas Parade Staging

FLOAT ENTRANCE

225 Edwards St SE

STAGING AREA



CHRISTMAS PARADE ENTRY FORM – DECEMBER 5, 2026

Updated 11/6/26

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
___ Elementary School / Youth Organization
___Middle School / High School
___Religious
___Civic / Non-Profit
___ 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: _____

Signature: _____

Mail to:
Mainstreet Cleveland
PO Box 304
Cleveland, TN 37364-0304

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