



Hometown Holiday Celebration

Frequently Asked Parade Questions

Q: When and where is the parade?

A: The parade is on **Saturday, December 2, 2017 at 5:00pm** on Main Street, in Downtown Pleasanton. The parade starts just before the Main Street Bridge and proceeds south ending at Abbie Street.

Q: Where are the parade formation and disband areas?

A: Formation is in the parking lot of Amador Valley High School, on Santa Rita Road. Disband is on Main Street from Abbie Street to First Street.

Q: Is there parking designated for parade entries?

A: Yes. Alisal Elementary School and the Dolores Bengtson Aquatic Center have parking lots available for participants. There is public parking in the downtown area. Note: Downtown activities and street closures begin at 3:30pm.

Q: Is there an entry fee?

A: No. Entry is free.

Q: Can anyone enter in the parade?

A: Yes. The parade is open to all people, groups and organizations in the community. The parade is designed as a community and family event. Please refer to Parade Rules included on the Parade Entry Form for requirements.

Q: Where do I pick up my children after the parade?

A: Coordinate a pick up location with the person organizing your entry outside the disband area. (See map)

Q: Do all the people in my entry have to register?

A: No. A designated representative from your entry should check-in at the parade.

Q: Will I get a confirmation of my entry and parade number?

A: Confirmation will be sent to you approximately 3-5 days after the parade entry deadline of November 22, 2017. Your parade number will be available only at parade check-in.

Q: What is meant by the statement in the Parade Rules that "All entries must be of a holiday theme"?

A: All entries should be of a seasonal theme consistent with the winter holidays.

Q: May I display my company sign?

A: Yes, however your company sign may not be the dominant feature of your entry. (See Rules)

Q: May I pass out literature or candy, etc.?

A: No. The parade prohibits distribution of anything during the parade for safety and insurance liability. Please refer to the Parade Rules included in the Parade Entry Form.

Q: May we have Santa or Mrs. Claus in our entry?

A: No. The parade has an official Santa Claus. No other Santa Claus (or Mrs. Claus) will be permitted, however, **inanimate** caricatures are allowed.

Q: Our entry is a children's group. Can parents walk along side during the parade?

A: Yes, however adults often block the spectator's view of the children. It is suggested to limit the adult/child ratio to (1) one adult per (5) five children.

Q: We have young children and want to be at the front of the parade. Can we request a specific order in march?

A: No. The majority of entries are comprised of young children. The Order of March is at the discretion of the parade officials and based on safety considerations.

Q: What happens if it rains?

A: The parade and tree lighting will only be canceled due to heavy rains. If the event is canceled, it will not be rescheduled. Cancellation information will be available after 2:00pm the day of the event by calling (925) 931-5352.

Q: What other activities are in conjunction with the Parade?

A: The Tree Lighting Ceremony will follow the parade at the Pleasanton Arch on Main Street.

Q: How may I get involved and volunteer to help with this event?

A: Volunteer applications are available online at hometownholiday.com.

Q: What if I still have questions?

A: Call the Hotline at (925) 931-5352 or e-mail: HometownHoliday@CityofPleasantonCA.gov. The hotline will not be answered on the day of the event, as staff will be on-site preparing for the parade.



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Parade Entry Suggestions and Tips

The Hometown Holiday Celebration Committee encourages you to gather family, friends, co-workers and community groups to celebrate the spirit of the holidays. Be festive and creative while exhibiting community pride in the Hometown Holiday Celebration Parade. Here are a few suggestions:

General Guidelines:

Create festive holiday themes. If using a business sponsor, please make sure their name or logo does not dominate the decorations or theme of your entry. If you are planning to have electrically amplified sound, please make sure it doesn't overpower other parade entries or the announcers. We prohibit any sales or marketing efforts by parade participants for membership or products. Refer to Parade Rules for more details.

Floats:

Use a flatbed trailer or truck for your base. Use lightweight materials for construction such as wood, cardboard or paper mache. You can utilize a small (quiet) generator to power inexpensive lights to add brilliance. If your float is going to carry people, make sure they have something to hold onto to prevent them from falling off while the float is in motion.

Individual Autos:

You can use garland to accent and a wreath on your grill to enhance your auto. (For auto clubs, you may want to have an internal contest for best looking auto). Only vintage or classic vehicles are permitted (other than when covered as floats).

Walking Groups:

You may utilize cardboard to make signs for decoration or cutouts for people to carry. You can use multiple helium filled balloons to float a sign or appropriate decorations for people to pull along with strings (like the Macy's Parade, but smaller scale). Small, battery operated blinking and/or colored lights can help enhance the decorations. You can use wagons or lightweight pull along platforms for creating additional decoration platforms. You can also dress up individuals to be the team of animals to 'pull' this platform along.

Animal Entries:

All parade entries with animals must have a plan for the removal of animal waste. Horses are required to wear proper gear that guarantees the parade route will stay clear of horse excrement.

Support Vehicles/Horse Trailers:

Vehicles and horse trailers must be moved to the parade disband area before the parade begins. Once you have checked-in and unloaded your entry, you are required to leave the parade formation area, and park your vehicle at the designated parking area at parade disband. Directions to the disband area will be available at check-in.

Please distribute all parade information to each participant in your entry.



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Parade Rules

Each participant in the parade is responsible for compliance to the following rules:

1. A separate Official Entry Form, together with Publicity Information, must be submitted online for each entry, in each category.
2. Entry Form must be completed and received by the **ENTRY DEADLINE Wednesday, November 22, 2017.**
3. The Parade Committee reserves the right to refuse or remove any entry, which, in their opinion, does not conform to parade rules. **All entries MUST be of a "Holiday Theme".** Auto entries must consist of vintage or classic vehicles and will be limited to 10 vehicles for each entry. (Does not apply to vehicles decorated as floats).
4. All Float entries must be safe for passengers and spectators.
5. All entries with animals will be responsible for removal of excrements from formation area and parade route.
6. Entries will be limited to a height not to exceed 14 feet.
7. No objects may be thrown, sprayed, or distributed along parade route. **No handouts, No candy, No exceptions!**
8. The Parade will have an official Santa Claus. Except for inanimate items, **No other Santa Claus (or Mrs. Claus) imitations will be permitted.**
9. Political signs are not allowed.
10. No Advertising is allowed. Your company name may not dominate entries, and may not include contact information. A good example, 'Happy Holidays from Your Company!'
11. Corporate/business sponsorships may only be identified with discreet signage. Sponsorship recognition may not dominate entries, and may not include any contact information (e.g.: Happy Holidays from Your Sponsor).
12. A representative from your entry must sign in at the check-in desk for your parade position. **Check-in will be in the parking lot of Amador Valley High School on Santa Rita Road beginning at 3:30pm ending at 4:30pm.**
13. The parade will start promptly at **5:00pm** and is approximately one mile in length.
14. If your entry is not in formation (staged in parade line-up) at the start time of parade, at the discretion of the parade officials, your entry may be placed at the end of the parade or denied.
15. The Order of March (position in parade) is at the discretion of the parade officials.
16. This is a FORWARD MOVING PARADE. STOPPING OR REVERSING DIRECTION along the parade route IS NOT PERMITTED.
17. The parade has a designated disband area at the end of the parade route. For entries with children, the person coordinating the entry should designate an area outside the disband area for children to be picked up. Remember to assign an adult to chaperone any children in your entry.
18. All rules and parade officials' directions must be observed and followed.

For more information contact: HometownHoliday@CityofPleasantonCA.gov (925) 931-5352