



*Coca-Cola*

REGISTRATION/ENTRY FORM



# Parade Route

It's Back!

EAST LOS ANGELES  
**Christmas Parade**  
PRESENTED BY COCA-COLA

Sunday, November 27

WHITTIER BLVD.  
(BETWEEN EASTERN AVE.  
& GOODRICH BLVD.)





**SUNDAY, NOVEMBER 27, 2016**  
**LINE-UP: 8AM**  
**PARADE START TIME: 12PM (PROMPT)**

## **PARADE APPLICATION**

**ENTRY RETURN DEADLINE – NOVEMBER 14, 2016**

**Please Type or Print Clearly in Ink. Fill in All Spaces.**

\_\_\_\_\_  
Name of Parade Entry Organization/City/Company

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Email Phone

\_\_\_\_\_  
Address City Zip Code

\_\_\_\_\_  
Day of parade contact

\_\_\_\_\_  
Email Phone

\_\_\_\_\_  
Address City Zip Code

\_\_\_\_\_  
# of People in Group Participating in Parade Entry Length of Entry (e.g. car, float, land, etc.):

\_\_\_\_\_  
Total Amount of Parade Line Up Footage Required

**Note: Please include a photograph of parade entry, if possible.**

**My organization/business intends to enter in the East Los Angeles Christmas Parade. I/We have read the rules and regulations and agree to abide by them. I/We do hereby release North Star Alliances and the Whittier Boulevard Merchants Association, and/or any and all sponsors of this event, their agents, successors, representatives, and assignees of any loss, injury or damages resulting from participating in the East Los Angeles Christmas Parade.**

\_\_\_\_\_  
Printed Name Title

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
If participant is under 18 years, parent or guardian must sign



## COMPETITIVE CLASSES

(PLEASE CHECK CORRECT CLASSIFICATIONS, INDICATE ORDER)

Trophies will be award to fifth place in bands and to third place in all other classifications.

### BANDS

- 1.1 ☐ High School (AA) (Enrollment over 1,500)
- 1.2 ☐ High School (A) (Enrollment over 1,500)
- 1.3 ☐ Middle School
- 1.4 ☐ Intermediate School
- 1.5 ☐ Youth Band (Ages 14-21)
- 1.6 ☐ Youth Band (Ages 8-13)
- 1.7 ☐ Open

### JROTC

- 2.1 ☐ Color Guard
- 2.2 ☐ Drill Team (Unarmed)
- 2.3 ☐ Marching Unit
- 2.4 ☐ Drill Team (Armed)

### MAJORETTES

- 3.1 ☐ School Band
- 3.2 ☐ Youth Band
- 3.3 ☐ Open
- 3.4 ☐ Solo - Unit Connected

### PERCUSSION

- 4.1 ☐ Drum Squad
- 4.2 ☐ Drum & Bell Coprs

### COLOR GUARDS

- 5.1 ☐ Basic (less than 5)
- 5.2 ☐ Drill (more than 5)
- 5.4 ☐ Open

### DANCE/DRILL TEAM

- 6.1 ☐ Senior Drill Team (Ages 14-21)
- 6.2 ☐ Junior Drill Team (Ages 8-13)
- 6.3 ☐ High School Band
- 6.2 ☐ Middle/Intermediate School Band
- 6.2 ☐ Youth Band
- 6.2 ☐ Elementary School

### IDENTIFICATION UNITS

- 7.1 ☐ Open Class

### TALL FLAGS

- 8.1 ☐ Senior (More than 3)
- 8.2 ☐ Junior (More than 3)

### DRUM MAJOR

- 9.1 ☐ Mace, Senior (Ages 14-21)
- 9.2 ☐ Military, Senior (Ages 14-21)
- 9.3 ☐ Corps, Senior (Ages 14-21)
- 9.4 ☐ Mace, Junior (Ages 8-13)
- 9.5 ☐ Military, Junior (Ages 8-13)
- 9.6 ☐ Corps, Junior (Ages 8-13)

### EQUESTRIAN

- 10.1 ☐ Open\*
- 10.2 ☐ Mounted Group\*
- 10.3 ☐ Horse Drawn Vehicle\*
- 10.4 ☐ Charro\*
- 10.5 ☐ Roping\*

### FLOATS

- 11.1 ☐ Civic\*
- 11.2 ☐ Youth\*
- 11.3 ☐ Commercial\*
- 11.4 ☐ Service\*

Will your float have music

☐ Yes ☐ No

### MISCELLANEOUS

- 12.1 ☐ Marching Unit #  
Fraternal Organizations, Scouts, Etc.
- 12.2 ☐ Novelty/Holiday #
- 12.3 ☐ Antique/Auto\*
- 12.4 ☐ Car Clubs/Group\*
- 12.5 ☐ Non Profit Entry \_\_\_\_\_
- 12.6 ☐ Commercial Entry \_\_\_\_\_
- 12.7 ☐ Other \_\_\_\_\_

\* INSURANCE REQUIRED AT TIME OF APPLICATION  
# MAXIMUM 25 PARTICIPANTS





## NOTICE TO ALL ENTRIES:

In order that our announcers script may have complete information on your unit we must insist that the following questionnaire be filled out completely before your entry will be considered by the committee. We hope you will understand that time will not permit us to call each participant individually. Thank you for your cooperation.

### BRIEF DESCRIPTION OF ENTRY

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Please include names and titles of group leaders (such as director, captain, drum major, etc.). Include background of your entry (how long formed), color and style of uniform. Previous awards won, whether you have participated in this event before, and what awards you have received, if any.

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**Application will not be considered for acceptance unless signed, dated and submitted with application fee and insurance (if required)!**

**SUBMISSION OF THIS APPLICATION DOES NOT CONSTITUTE ACCEPTANCE.** Acceptance will be based upon the information given on this form, which will allow the parade committee to balance the parade and stay within the allotted time frame. You will receive a confirmation of acceptance by email.

**PLEASE RETURN THE ABOVE REGISTRATION FORM BY:**

**MAIL: EAST LOS ANGELES CHRISTMAS PARADE  
P.O. BOX 4552, CULVER CITY, CA 90231**

**EMAIL: [INFO@ELACHRISTMASPARADE.COM](mailto:INFO@ELACHRISTMASPARADE.COM) // FAX: 424.258.7064**

**FOR QUESTIONS AND MORE INFORMATION, PLEASE CALL 424.258.5162**



## PARADE RULES

### ENTRY:

Complete and return the entry form. Entries must be received no later than November, 14 2016.  
**\*\*No Exceptions\*\***

Parade instructions and staging information will be sent to accepted entries 7 days prior to the parade.

### COMMERCIAL ENTRY FEE:

For all non-sponsor commercial entries a non-refundable fee of \$500 is due with application.  
**Please make check payable to North Star Alliances and include with application (no refunds).**

### COMMERCIAL ENTRIES:

Commercial entries may carry the name only of the sponsoring firm or organization in addition to a theme wording.

### FLOATS:

All floats must be self-propelled.

Please provide a photograph or sketch of your float and proof of insurance when you send in your application.

Float judging will be based upon execution of theme, originality of design, and spectator appeal. All decorations must be fire retardant and be available for inspection by the fire department prior to the start of the parade.

### AWARDS

SWEEPSTAKES (MUSICAL) ..... BEST MUSICAL UNIT  
DRILL TEAM SWEEPSTAKES ..... HIGHEST SCORING DRILL TEAM  
MAYOR'S TROPHY ..... BEST LOCAL ENTRY  
FLOAT SWEEPSTAKES ..... BEST OVERALL FLOAT

Trophies will be presented immediately after the Parade in the disbanding area.

### JUDGING

Judging will take place during parade. Decisions of the judges will be final. Standard Parade Rules will govern.

### RULES

BY FILLING OUT AND SUBMITTING THE APPLICATION YOU AGREE TO THE FOLLOWING RULES:

1. All entries must be submitted by November 14, 2016 to be considered for acceptance into the parade.
2. The Parade Committee accepts no responsibility for false statements made by applicants or entrants.
3. All entries in the parade must be approved by the Parade Committee. All decisions made by the Committee are final.
4. All entries should have a positive holiday theme which represents diversity, is non-controversial and does not advocate any political candidate, proposition, or position.
5. All participants must be uniformed, costumed, or appropriately attired for the holiday.
6. Check-in booth closing time: 11:00 AM. All entries must be checked in by this time.
7. PARADE WILL START PROMPTLY AT 12:00 PM.
8. No alcoholic beverages may be consumed at the line-up areas or along the parade route.
9. Participants must maintain their assigned position throughout the parade. Drivers are expected to help keep the spacing and pace of the parade and to follow the instructions of the parade staff.
10. All sound equipment used must be self-propelled.
11. No one under the age of 8 will be permitted to march (without prior approval from the Parade Committee).
12. **At no time is any unit allowed to hand out or throw anything along the parade route.**
13. No shooting of firearms and no sirens or loud noises that interfere with other units are allowed.
14. No one in Santa Claus costume is allowed except for the one provided for by the Parade Committee.
15. All entries are encouraged to carry an identification banner for their unit.
16. Any violation of these rules may lead to immediate disqualification from awards and / or removal from the parade.
17. Awards not picked up after the parade will not be held.





## 2016 Sponsorship Opportunities

# The East Los Angeles Christmas Parade is back!

The storied parade that ran for 35 years and was enjoyed by generations of Southern California families will be returning to East Los Angeles, on Sunday, November 27, 2016.

The East Los Angeles Christmas Parade was one of the largest and longest running Christmas parades, focusing on the Latino community, in the United States. At its height (2009), more than 90,000 people attended the parade. Many who viewed the parade as young children have brought their own children to watch the parade and experience Santa's arrival in East Los Angeles.

The 2016 parade will be a free, one-day, event with spectacular floats, marching bands, equestrian units, folklorico groups, and celebrity guests. The parade route runs down the Historic Whittier Boulevard Shopping District and through the heart of downtown East Los Angeles. The Christmas parade celebration will continue into the afternoon, with a post-parade festival that will include music, food zone, entertainment, and more!

Building on the 35-year foundation of this iconic parade, we look forward to bringing back the parade bigger and better than ever, and for generations to come. With media partners that include Telemundo, Exitos Radio 93.9FM, and La Opinión, the 2016 parade will bring out the Southern California Latino community.

A special thank you to Los Angeles County Supervisor Hilda L. Solis for supporting the parade as its Presenting Partner, and making the return of the East LA Christmas Parade possible.

We invite you to join this celebration by participating as a Parade Sponsor. As a Sponsor, you will have an opportunity to be part of this beloved family and community event. Your support of the East Los Angeles Christmas Parade will be recognized before, during, and after the event.

**Sunday, November 27, 2016**

VIP Breakfast - 10am  
Christmas Parade - 12-3pm  
Festival - 2-5pm

Historic Downtown Whittier Boulevard  
Shopping District  
(Whittier Blvd. from Eastern Ave. to Goodrich Blvd.)



### East LA Christmas Parade highlights include:

- Christmas parade with floats, marching bands, equestrian units, folklorico groups and celebrity guests
- Main stage program
- VIP Breakfast
- Post-parade festival with music, food zone, entertainment, & more!





## 2016 Sponsorship Opportunities

### **Presenting Sponsor: \$30,000 (Exclusive)**

#### *Pre/Post-Event Marketing*

- Premier company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- “Presented by:” company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed in Southern California (e.g., local schools, organizations, & businesses)
- Company logo recognition on parade website, with live link and company description (max 75 words)
- Company logo recognition on 2 parade promotional banners hung above Whittier Blvd. (parade route)
- Company logo recognition on promotional banners hung on street lights on Whittier Blvd. (parade route)
- Company logo recognition in parade announcements featured in La Opinión Newspaper
- Company recognition in parade promotional spots on Exitos Radio 93.9FM
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)
- Opportunity for company to provide a 30 second promotional spot, which will run parade Facebook page, twice a week for the four weeks prior to parade.

#### *Day of Event – Parade, Post-Parade Festival, & VIP Breakfast*

- Sponsor of the Santa Claus parade float and one additional non-float parade entry (e.g., mobile unit, antique convertible, etc.); can include company executives, employees, or brand ambassador
- Opportunity for company representation to be introduced during parade program and briefly address parade attendees from main stage
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 3 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your 2 parade entries (provided by parade; carried by company or parade staff)
- Premier placement of 8 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- Opportunity for a company representative to serve as a parade entry judge
- Company logo recognition on parade signage and postcard map distributed to event attendees
- Opportunity for parade staff to street team (distribute company materials) on behalf of company during parade and post-parade festival
- Premier placement of two 10'x10' booths at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- Opportunity for company representative to be introduced during the VIP Breakfast program, briefly address attendees, and introduce a parade VIP (e.g., honoree, Grand Marshall, elected official, etc.)
- Opportunity to include company product included in 100 VIP gift bags
- 10 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), VIP parking, and VIP gift bags





## 2016 Sponsorship Opportunities

### Platinum Sponsor: \$15,000

#### *Pre/Post-Event Marketing*

- Company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed throughout Southern California (e.g., local schools, community organizations, & businesses)
- Company logo recognition on parade website, with live link and company description (max 75 words)
- Company logo recognition on 2 parade promotional banners hung above Whittier Blvd. (parade route)
- Company logo recognition in parade announcements featured in La Opinión Newspaper
- Company recognition in parade promotional spots on Exitos Radio 93.9FM
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)

#### *Day of Event – Parade, Post-Parade Festival, & VIP Breakfast*

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.), provided by company, includes \$3,000 float credit; can include company executives, employees, or brand ambassador
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 3 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Premier placement of 6 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- Company logo recognition on parade signage and postcard map distributed to event attendees
- Two 10'x10' booths at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- Opportunity to include company product included in 100 VIP gift bags
- 8 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), VIP parking, and VIP gift bags

*\*Customized sponsorships are available*

*\*\*Additional media packages are available*

*\*\*\*Please note: We will work with each sponsor to source your parade entry (e.g., mobile unit, branded float, antique convertible, etc.), if needed. Presenting, Platinum, and Gold Sponsors will receive a credit toward the cost of a float.*





## 2016 Sponsorship Opportunities

### Gold Sponsor: \$10,000

#### *Pre/Post-Event Marketing*

- Company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed throughout Southern California (e.g., local schools, community organizations, & businesses)
- Company logo recognition on parade website, with live link
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)

#### *Day of Event – Parade, Post-Parade Festival, & VIP Breakfast*

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.), provided by company, includes \$2,500 float credit; can include company executives, employees, or brand ambassador
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 3 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Premier placement of 4 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- Company logo recognition on parade signage and postcard map distributed to event attendees
- One 10'x10' booth at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- Opportunity to include company product included in 100 VIP gift bags
- 6 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), VIP parking, and VIP gift bags







## 2016 Sponsorship Opportunities

### Silver Sponsor: \$5,000

#### *Pre/Post-Event Marketing*

- Company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed throughout Southern California (e.g., local schools, community organizations, & businesses)
- Company logo recognition on parade website, with live link
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)

#### *Day of Event – Parade, Post-Parade Festival, & VIP Breakfast*

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.), provided by company; can include company executives, employees, or brand ambassador
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 3 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Premier placement of 2 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- One 10'x10' booth at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- Opportunity to include company product included in 100 VIP gift bags
- 4 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), VIP parking, and VIP gift bags





## 2016 Sponsorship Registration Form

**Please complete this form to reserve your parade sponsorship today!**

All opportunities are available on a first-come, first-served basis.

Company Name: \_\_\_\_\_  
(please print company/organization name as it should appear in parade marketing materials)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Please select your level of participation:**

Presenting Sponsor	(\$30,000)	\$ _____
Platinum Sponsor	(\$15,000)	\$ _____
Gold Sponsor	(\$10,000)	\$ _____
Silver Sponsor	(\$5,000)	\$ _____

**Total: \$** \_\_\_\_\_

**Payment method:** ☐ Check enclosed (payable to North Star Alliances)

☐ Visa

☐ MasterCard

☐ American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it Appears on Card \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

**Please return this form by email to [Info@ELAChristmasParade.com](mailto:Info@ELAChristmasParade.com), by fax to 424.258.7064, or  
by mail to: North Star Alliances, Attn: Parade, PO Box 4552, Culver City, CA 90231**