

# Christmas Parade

CLINTON-SAMPSON  
CHAMBER OF COMMERCE



## Rules & Regulations: **PLEASE READ**

**Line-Up:** Christmas parade line-up begins at **8:00 a.m.** Line-up instructions and identification numbers will be emailed to participants prior to the event. **All traffic will be blocked starting at 9:00 am.** If you are a car club with multiple vehicles: to be in the parade grouped together, the group must check in at registration together.

**Route:** Please be aware of the route for the Christmas Parade, please see attached map. The parade starting point will be at the Clinton City Schools Administrative Offices (Old College Street School) and will go through downtown Clinton and around the courthouse on the Vance Street side. The parade will continue down Fayetteville Street, turning left onto Chestnut Street and then left onto West Main Street. The parade will continue down Main Street making a right onto Lisbon Street. The official parade route ends at the Clinton City Market; however, floats and entries are **NOT** permitted to unload at this point. Marching units may exit at the Clinton City Market. **ALL** other entries must continue down Lisbon Street to return to the Exposition Center. **DO NOT EXIT THE PARADE ROUTE UNTIL THE END OF THE UNLOAD POINT, WHICH IS AT THE SAMPSON COUNTY EXPOSITION CENTER.**

**Santa Claus:** The Clinton-Sampson Chamber of Commerce will secure Santa Claus for the parade. **No other Santa will be allowed to participate in the parade.**

- Absolutely **NO Candy** may be distributed from any entry other than the Chamber (Santa Claus) float.
- ALL entries must be decorated in a **Christmas theme** and should play **Christmas music only**. Entries will be eligible to win **“Best Float,” award and gift card.**
- Absolutely **NO Horses, NO Motorcycles ALLOWED** in Parade. Also, **NO Revving of Engines, Reckless Driving or Burnouts allowed** in Parade. If this does take place, the individual, business/organization will not be able to enter future parades. All drivers of an ATV must be at least 25 years old or have submitted documentation with the application of the

completion of ATV Safety Course. No one under the age of 18 can drive an ATV. Any passenger riding must ride behind the driver and no children under the age of 12 are recommended to ride due to safety. Both Riders and Drivers of an ATV **must** wear a helmet *and* eye protection—no exceptions.

- **Professional Floats** are **only available to chamber members**. All professional floats should note on the application the exact way the organization/company name is to be displayed on the float (under Organization). Anyone wanting/needing a sponsor must obtain their own sponsor. The Chamber does not help with or provide sponsors.

- All **homemade float** entries must be decorated in a Christmas holiday theme. All banners must be neatly lettered and easily legible. All entries using electrical devices must adhere to generally accepted electrical standards. (e.g., All electrical devices must be properly grounded.) The float should be no larger than 12' x 24', and no decorations and/or float construction material may protrude from the side of the float. All floats must have a handhold or stand-up hold for each rider on the float. Each float must have a spotter beside the float.

- **Only Chamber Member** businesses may sponsor a **marching band** entry. The Chamber will provide banners for such businesses with their company logo. The sponsorship includes the cost of the banner. Banners, which will be made of durable plastic, may become the property of the sponsoring business to use during the year.

- **Parade Proceeds** go towards enhanced chamber programming events and activities. The Chamber of Commerce is a **Non-Profit 501c6** member-funded organization. We promote community growth through economic advancement and advocacy by fostering a pro-business climate throughout the region, while making lasting and positive impacts for Sampson County.

**PHYSICAL APPLICATIONS MAY BE EMAILED, FAXED, MAILED, OR DROPPED OFF AT THE CHAMBER OFFICE.**

**\*\* (see contact information below) \*\***

**OR REGISTER ONLINE:**

**<https://clintonsampsonchamber.chambermaster.com/events/details/2023-chamber-christmas-parade-9759>**

**Contact Information:**

**Phone: (910) 592-6177**

**Fax: (910) 592-5770**

**Email: [info@clintonsampsonchamber.org](mailto:info@clintonsampsonchamber.org)**

**Physical Address: 414 Warsaw Rd, Clinton, NC 28328**

**Mailing Address: P.O. Box 467 Clinton, NC 28329**

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CLINTON-SAMPSON  
CHAMBER OF COMMERCE



## APPLICATION

\*Please note the Clinton-Sampson Chamber of Commerce Christmas Parade is a FUNDRAISER for our organization\* The Clinton-Sampson Chamber of Commerce is a non-profit 501c6 organization.  
Thank you in advance for supporting the Clinton-Sampson Business Community!

Step 1: READ RULES & REGULATIONS

Step 2: Select Type of Entry

Step 3: Fill out Parade Application

Step 4: Make Check payable to Clinton-Sampson Chamber of Commerce or pay by Credit Card

Step 5: Wait to receive an e-mail from Chamber Staff about Parade Instructions & Entry #

Type of Entry	Entry Fee	Selection
Professional Float <b>ONLY available to Chamber Members</b>	\$750.00	
Homemade Float (Tow vehicle + Trailer)	\$150.00	
Marching Band	\$0.00	
Business Sponsorship of Marching Band- <b>ONLY available to Chamber Members</b>	\$425.00	
Single Vehicle (ATV, Truck, Car, Golf Cart, etc.)	\$100.00	
Queens	\$60/per vehicle	
Car Club (minimum of 5 cars/no more than 20)	\$150/per club	
Antique Vehicle	\$60/per vehicle	
Miscellaneous Marching/Walking Unit	\$100.00	

**Christmas Parade Application- DEADLINE: THURSDAY, NOVEMBER 30th, 2023**

*If you would like to have multiple parade entries, please fill out SEPARATE applications.*

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\*\* For your parade entry to be properly described on the radio (WCLN 1170) and TV (StarVision), please provide us with a brief description of your organization/group and/or entry. Applications without descriptions WILL NOT BE ACCEPTED. Please note there is no guarantee of your entry being broadcast.**

**\*\* WAIVER OF CLAIM: (MUST BE SIGNED BY PARTICIPANT) \*\***

I/We do hereby agree to indemnify and hold harmless the Clinton-Sampson Chamber of Commerce and the City of Clinton and their respective officers, agents, members and employees of any sponsoring organizations and underwriters, individually or collectively, from all fines, penalties, liabilities, losses, claim, damages and expenses including court costs and attorney's fees, incurred or suffered as a result of or relating to my/our participation in the event known as the "Christmas Parade." I/We also understand that our entry category cannot be changed past the deadline. I have thoroughly read the Rules and Regulations and understand no reckless driving, revving of engines or burnouts are allowed. If this occurs, I understand that myself or my business/organization will not be allowed to enter future parades.

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



## SPONSORSHIP OPPORTUNITIES

\*Please note Sponsorship Opportunities are only available to Chamber Members\*

**Thank you in advance for supporting the Clinton-Sampson Business Community!**

The Sampson Christmas Parade is a beloved event for our county and beyond. Each year the chamber, county, and its businesses join with schools, clubs, and organizations to parade our streets with floats, fire trucks, bands, marchers, cars, lots of candy, and of course, Santa. The Sampson Christmas Parade kicks off the Christmas Season as one of our county’s best-attended events. With over 5,000 in attendance, reaching many more through broadcast, newspaper, radio, etc., this is the perfect opportunity to promote your business! See below for sponsorship opportunities:

<p><b>PRESENTING SPONSOR \$3,000</b></p>	<ul style="list-style-type: none"> <li>• Top billing on digital and print media pre and post event.</li> <li>• <b>Logo</b> and recognition on flyers, social media, newspaper, radio, and broadcast.</li> <li>• <b>Logo</b> on parade billboard(s); 60 days prior to event.</li> <li>• Banner with <b>logo</b> displayed at Broadcast Booth.</li> <li>• <b>Logo</b> onscreen during TV Broadcast.</li> <li>• Recognition from Broadcast Booth throughout parade coverage.</li> <li>• Opportunity to place corporate gift on grandstand seating.</li> <li>• Opportunity to guest-host pre-parade show.</li> <li>• <b>Includes cost of parade entry</b>- sponsor’s choice of entry type.</li> </ul>
<p><b>CONTRIBUTING SPONSOR \$1,500</b></p>	<ul style="list-style-type: none"> <li>• <b>Logo</b> on print &amp; digital media pre and post event.</li> <li>• Signage with logo at Broadcast Booth.</li> <li>• Recognition from Broadcast Booth throughout parade coverage.</li> <li>• <b>Includes cost of parade entry</b>- Sponsor’s choice of entry type.</li> </ul>
<p><b>SUPPORTING SPONSOR \$250</b></p>	<ul style="list-style-type: none"> <li>• Company name on print and digital media, and event signage pre and post parade.</li> </ul>
<p><b>AWARD SPONSOR \$1,000</b></p>	<ul style="list-style-type: none"> <li>• Participation in judging “Best Float.”</li> <li>• Presentation of Award.</li> </ul>

**\* CONTACT CHAMBER STAFF TO SECURE YOUR SPONSORSHIP! \***

[info@clintonsampsonchamber.org](mailto:info@clintonsampsonchamber.org) (910) 592-6177



