



2025 PARADE APPLICATION & INFORMATION

Parade Date: August 30, 2025

Thank you for joining us for the annual Matthews Alive Parade! Please take a moment to read this document in its entirety.

Fill out pages 3-4 and send, along with your fees, to our Parade Director. Keep a copy for your records. If you have questions or concerns, feel free to contact us!

I. General Information

- Fees:

Non-Profit Organizations

Walking Group, or group riding someone else's float	\$ 30
Vehicle (antique, organization branding)	\$ 30
Rented Float from Festival	\$ 575
Your Own Float	\$ 60

All Other Organizations or Individuals

Walking Group, or group riding someone else's float	\$ 50
Vehicle (antique & personal)	\$ 50
Vehicle (business branding)	\$ 75
Elected Official (Incumbents only, no campaigning)	\$ 50
Queen (each entry)	\$ 25
Rented Float from Festival	\$ 575
Your Own Float	\$ 100

- Government organizations (city, county, state, federal and active US military) are exempt from fees. This exemption does not apply to elected officials.
- ALL entries (except Town of Matthews Mayor, Commissioners, and Novant representative) must provide own parade transportation and must list vehicle description(s) on application.
- Accepted entries will receive a map and instructions 1-2 weeks prior to parade. The parade starts promptly at 9:30am on August 30, rain or shine; entries are to be in assigned staging location by 8:30am latest.
- Matthews Alive Board of Directors reserves the right to exclude any parade entry for any reason.

II. Deadlines:

- For **rented floats** from Festival, the float applications and fees must be received by **July 18** to be eligible to participate in the parade.
- All other applications and fees must be received by **August 15th**

*Please return Application & Fees to:
(and make checks payable to) Matthews Alive Festival
Attn: Parade Director
100 McDowell Street
Matthews, NC 28105*

For more information: matthewsaliveparadeinfo@gmail.com

III. Parade Rules and Regulations:

- Groups, riding or walking, must have a designated adult (over 21 years of age) with them at all times during the parade; Adult will be responsible for the conduct and safety of all groups.
- Drivers must be 21 years of age or older and have a current driver's license. Please follow direction and pace set by parade staff and police representatives. Float drivers must have towing experience, adequate view of any float, and effective communication to float riders and any walkers or spotters.
- **No candy or other items are to be thrown from parade entries**, however, walkers beside the entry will be allowed to safely hand candy or other items to the crowd (no bottled or canned drinks, please).
- For the safety of participants, attendees, and spectators, the noise level from any parade entry cannot exceed 85 decibels (no loud sirens, horns, music, etc.).
- Entries cannot exceed 17-feet in height.
Horse/animal entries are required to clean up after themselves (manure bags are strongly recommended). All animals must be in good health and be able to cope with crowds, other animals, and a somewhat chaotic environment.
- No motorized vehicles, smoking, alcoholic beverages, or glass containers are allowed on floats. Riders must remain on the float throughout the route, keeping arms and legs above the sides of the flatbed.
- Matthews Alive is not responsible for items left on floats or along the parade route.

IV. Insurance Requirements:

- All entries should make sure that their participants are covered by their organization's Comprehensive General Liability Insurance policy. If you do not have liability insurance, your insurance company can advise you on securing "Event Insurance" to cover your participation in the parade. All parade entries must sign the liability clause in this application in order to participate. Matthews Alive, Inc. may require evidence of insurance coverage of up to \$1,000,000 in order for some entries to participate.

V. Branding Information:

- Promote your group or business while having a lot of fun! Use professional signage in front of your entry, on the flatbed of your float, on the back wall of your float, or on the side of your vehicle. The name of any float entry/purchaser will be on the sides of each rented float that is provided by the Festival.
- There will be no emcee stand on Trade Street or narrative introductions this year!

VI. Application:

- Describe Your Parade Entry (check all that may apply and explain as necessary):

Vehicle	_____	Sports Mascot	_____	Marching Unit or Band	_____
Rented-Float	_____	Business Mascot	_____	Equine	_____
Your own Float	_____	Elected Official	_____	Beauty Queen	_____
Shriners Unit	_____	Walking Unit	_____	Other	_____

- Approximately, how many in your group: _____
- Length of vehicle or float, INCLUDING any tow vehicle: _____ feet
- Any additional information:

- Entry Contact**

Name of Business or Organization: _____

Contact Person: _____

Address: _____

City: _____

State: _____ Zip _____

Phone: _____

Event Day Cell: _____

Email: _____

If you are renting a float from the festival (or one is being provided to you as a sponsor), check one:

- ☐ Our group/company is renting a float from the festival, and our own members/staff will be riding on the float
Name to be printed on side of float _____
- ☐ Our group/company is renting a float from the festival, but we are hosting a different group to ride on our float.
Name of riding group: _____
- ☐ Our group/company is renting a float from the festival, but we would like to offer the ability to ride on the float to a group in need. (Parade staff may be able to help with this issue)

- Fees Enclosed:** \$ _____
Check # _____

Applicant shall indemnify and hold harmless the Town of Matthews, Matthews Alive!, Inc. and Matthews Alive Board of Directors, their agents, volunteers, elected officials and employees from and against all losses, costs, damages, expense and liability caused by an accident or other occurrence in bodily injury, including death, sickness and disease to any persons, or damage or destruction of property, real or personal, arising directly or indirectly from operations, products or services rendered at the Matthews Alive Parade. Applicant agrees to waive, release and discharge the Town of Matthews, Matthews Alive, Inc. and Matthews Alive Board of Directors, their agents, volunteers and elected officials and employees, of and from any and all claims, demands, costs, liability and causes of action whatsoever that may arise as a result of participation in the Matthews Alive Parade, including but not limited to, any claims, causes of action, liability, damages, demands and costs related to injury to any of the Applicant's person or property. Applicant grants Matthews Alive Festival Inc. the unlimited right to use and/or reproduce photographs of applicant's (and its members') participation in the parade for the internal or external promotional and informational activities of Matthews Alive Festival Inc. This waiver and release shall inure to the benefit of the Town of Matthews, Matthews Alive, Inc. and the Matthews Alive Board of Directors, and shall bind Applicant along with its employees, heirs, legal representatives, assigns and successors in interest of the Applicant or any member thereof. Matthews Alive! Inc. reserves the right to exclude or remove entries from the Parade for any reason.

I, the undersigned, have read and agree to abide by the above, and all information and Rules and Regulations set forth in this Matthews Alive Parade application.

Organization: _____

Organization Authorized (Printed Name): _____

Organization Authorized (Signature): _____

Date: _____

Thank you again for joining the Matthews Alive Parade! If you have any questions or concerns, do not hesitate to email. We look forward to seeing you soon! Matthewsaliveparadeinfo@gmail.com