

**2014 Lights On Celebration Parade  
General Information**

**Parade Date:** Saturday, November 29, 2014

**Parade Location:** Downtown Hollister, California

**Parade Starting Time:** 5:30 pm (from staging area)

**Staging Area:** The staging area for most entries is along Haydon and Monterey Streets, at curb side, beginning at the intersection of Haydon and San Benito Streets. Entry into the staging area is from Monterey and Fourth Streets. All traffic should be moving south along Monterey or East along Haydon.

**Equestrian Units** may use the parking lot at San Benito High School between Monterey and West Streets for staging. Trailers may be left at this site during the parade as equestrians will return to this site after the parade. Equestrians will stage on Monterey at Haydon Streets (facing north) and filtered into the parade as it proceeds. Please clean up after your animals immediately.

**Marching Bands Only** may use the parking lot at San Benito High School between Monterey and West Streets for staging. Bands will stage on San Benito Street at Haydon Street (facing north) and filter into the parade as it proceeds.

**Participant Parking:** Participant parking is located on surface streets outside the event area or at the San Benito High School parking lot between Monterey and West Streets. There will be **NO PARKING** on Monterey Street. Participants arriving in private vehicles must unload outside the area and walk into the staging area.

**Parade Personnel:** Parade personnel will be identified by orange vests. If there are any questions or problems, please contact parade personnel.

**Parade Information:** A “Parade Check In” table will be located at the corner of Monterey and Seventh Streets. **Someone from your group must check in to obtain your unit number.** Bring tape or ribbon to attach your number to your entry in a location that is visible by the Parade Announcers and Judges, preferably front passenger side.

**Restroom Facilities:** Portable restroom facilities are available in the staging area.

- Parade Route:** Approximately one mile—official start is located at the intersection of San Benito and Haydon Streets and continues north on San Benito Street, turns left on Fifth Street, and left again at Monterey Street. All units must continue back to point of start before allowing passengers to disembark.
- Parade Pace:** Parade staff will set pace. ***This is a forward motion only parade.*** No stopping for performances will be allowed. Ideal spacing is approximately 20 feet between units, which should be maintained during the entire parade. The parade must move at a steady pace for the convenience of all involved. If a Parade Marshal asks you to speed up or slow down, please cooperate. All units are requested to perform along the entire parade route.
- Emergency Needs:** Ambulance vehicles, tow trucks, and police will be available to report to the parade route as needed by calling 9-1-1.
- Reviewing Stage:** Announcer's stages will be located in front of Veterans' Memorial Building and the corner of Fifth and San Benito Streets.
- Parade Judging:** The three categories that will be judged are: Lighting, Theme, and Creativity. From these scores, prizes will be awarded as follows: Best Use of Lighting, Best Use of Theme, Best Community Group, Best Drill/Dance/Baton, and Best of Parade. **Judges will be located at the Hollister Downtown Association's office – corner of 5<sup>th</sup> and San Benito Street second floor. Remember to look up, smile, and wave!**
- De-Staging:** Most entries will de-stage curb side on Monterey Street. Continue in a forward motion to your final de-staging location (beginning of parade). This will make it easier for parents to retrieve their children who rode on a float.
- Equestrian Units and Marching Bands Only** should proceed south on Monterey Street to the High School parking lot.
- Contact:** Teri Escamilla, HDA Events Coordinator 831.636.8406 (office)  
Ray Pulver, Parade Co-Chair 408.410.6255 (day of parade)
- After the parade:** **Remember to head back downtown after the parade for merchant open houses, boutique and more! Event ends at 8:30pm.**

## 2014 *Lights On Celebration* Parade Official Parade Rules

### SHARE THIS WITH YOUR ORGANIZATION

In order to have a successful event, certain measures must be taken to ensure the safety and well being of participants and attendees in the downtown area.

The following is a list of rules and guidelines that have been set forth for the smooth operation of the *Lights On Celebration* parade. Although this parade is an evening of celebration and fun for all, we want to insure the safety of all participants, volunteers and spectators. All participants **MUST** follow these rules and guidelines. If they are not followed by a participant, their entry will be removed from the parade line up by Parade Officials who will be stationed along the parade route.

1. **ALLOW MORE TIME:** There is a tremendous amount of traffic on this evening, so please have everyone participating in the parade add 15 minutes to their drive time to get downtown.
2. **LIGHTS ARE MAGIC:** ALL entries must include holiday lights of some sort—the more the better! Any entry that is not sufficiently lit during the parade may not be allowed to participate next year.
3. **THIS IS A FORWARD MOTION ONLY PARADE.** No stopping for performances will be allowed.
4. **NO SHOWS:** This is a RAIN OR SHINE PARADE. If any accepted entry does not appear on parade day without prior notification to the parade staff (831.636.8406), they may not receive invitations to participate in any future parades.
5. **EQUESTRIAN UNITS:** Any rider or handler showing inability to control their animal will be deemed unsafe by Police or Parade Marshals and will be removed from the parade. An adult must accompany children under the age of twelve with animals. **Animal waste during the parade line-up and parade route MUST be removed immediately! Animal waste left in the staging area, in the parade line-up, or along the parade route MUST be removed immediately! A fine of \$150 will be assessed for non-compliance.**
6. **FLOAT PASSENGERS:** Please do not bring your passengers or walkers along when parking your float entry. Have them join your entry after 5:00 p.m. There are restroom facilities in the Staging Area.
7. **NO THROWING OF FAVORS:** Absolutely **NOTHING may be thrown** or handed from parade entries or passed out along the parade route! This is a huge safety concern.
8. **ALL HANDS AND FEET INSIDE THE VEHICLE:** Please keep all hands and feet inside the parade entry. No riding on the hood or roof of the vehicle.
9. **NO POLITICS:** No advocating, opposing, depicting or endorsing of any political or social issues or persons is allowed in the parade. This includes signs, banners and audio.
10. **NO SANTA COSTUMES:** *There is only one Santa and Mrs. Claus in the parade.* Santa hats are acceptable.
11. **NO ALCOHOLIC BEVERAGES OR DRUGS:** Absolutely no alcoholic beverages or drugs are allowed in the parade or event area.
12. **KEEP THE NOISE DOWN:** Due to small children and animals, *no semi-truck horns, spinning of tires, burn-outs, speed, or performance exhibitions will be allowed.* A violation of any of the above will mean automatic expulsion from the parade and entry will not be invited to future *Lights On Celebration* parades.
13. **KEEP IT CLEAN:** This is a family event; therefore entries must not include any questionable signage, clothing, movements or decorations that may be offensive to any individual or child. Please use good judgment!