

ALEXANDRIA Scottish Christmas Walk Parade

SPONSORED BY *Wegmans*

2023 PARTICIPATION GUIDELINES & CODE OF CONDUCT

Thank you for your interest in joining the 2023 Alexandria Scottish Christmas Walk Parade sponsored by Wegmans held in Alexandria, VA on Saturday, December 2, 2023.

Before submitting an application, please read through all guidelines carefully as policies may have changed. To walk, perform, or drive a vehicle on the parade route, all units MUST apply to participate, and adhere to all guidelines:

APPLICATION PROCESS & FEES

- **An application does not automatically confirm participation in the Alexandria Scottish Christmas Walk Parade.** After your application is reviewed, you will receive an email about the status of your application no more than two to three weeks after the submission of your application.
- All units must apply to participate in advance. The early application deadline is Friday, October 13, 2023. The final application deadline is on Wednesday, November 1, 2023.
- Parade unit themes that relate to Scotland, the holidays, Alexandria and offer performances or entertainment value along with past participants will be prioritized.
- Application review will occur in two rounds. *Please apply during the registration time frame for the category that applies to your group or organization.* Groups may still be accepted after each deadline has passed on a rolling basis as space allows and no later than November 1, 2023.
 - Round 1: September 5 - October 5, 2023 - Bands and Performance Groups, Scottish clans and pipe bands, Dog clubs
 - Round 2: September 18 - October 13, 2023 - Community and Specialty Units- Nonprofits, scouts, schools and more!

APPLICATION FEES

- All parade units must pay an application fee with the submission of their application. The application fee is non-refundable. If your parade application is accepted, there are no additional registration fees.
 - \$75 Early Application Fee if submitted by Friday, October 13, 2023
 - \$125 Application Fee if submitted between Saturday, October 14 - Wednesday, November 1, 2023.
- Any groups requesting financial assistance should contact alxscottishwalk@visitalexva.com before submitting an application.

PARADE PARTICIPATION

- The content of the parade is curated and selected in advance by parade organizers that reserve the right to decline a group's participation or restrict parade content.

- Parade unit themes that relate to Scotland, the holidays, Alexandria and offer performances or entertainment value and past participants will be prioritized. Coordinated tartan, plaid, holiday costumes, props and decorations are encouraged.
- All entries must be suitable for a family audience and respectful.
- The parade is a non-political event. Parade units must not promote any political campaigns and political parties, or use the parade for advocacy efforts. This guideline includes banners, signage, symbols and icons, attire, announcements, and other promotional materials.
- No campaign flyers or other literature may be passed out during the parade.
- **No items may be thrown at participants or attendees.** Candy may be tossed underhand or passed out along the parade route. For groups that include vehicles, candy must be passed out after the vehicle has passed. For everyone's safety, the vehicle driver is not permitted to distribute any items, including candy.
- Please contact Parade Producers in advance to request permission to hand out items other than candy along the parade route.

Walking Participants

- Please coordinate your group's attire and formation to enhance the entertainment factor for attendees.
- Please carefully assess your group's ability to keep pace with the parade and avoid stopping along the route.
- Please consider your walking formation as you make your way down the parade route.

Youth

- All youth participants must be accompanied by adult chaperones who will be responsible for supervising all children walking in the parade or riding in parade vehicles and/or floats.

Participation of Elected Officials

- The participation of elected officials is limited to the person currently serving in the role at the time of the event.

Animals

- Animals may be included if they are related to your organization's cause or central to your parade unit's participation. The parade is open to dogs, horses, donkeys and other animals based on approval from Parade Producers. ***Please carefully assess your group's and animal's ability to be in a parade environment with music or sudden loud noises and to keep pace with the parade and avoid stopping along the route.***
- Swine are not permitted within the City of Alexandria limits.
- Please only bring animals that are up to date on their Rabies and other vaccinations and will be comfortable being in a crowd and around music.
- On the day of the parade, please be prepared to present vaccination paperwork for every animal participant in the parade.
- All canine participants should have a lead no longer than 6 feet. The use of retractable or extendable leashes is not permitted out of safety concerns in a crowded event environment.
- All animal waste should be cleaned up and disposed of during the parade by participants. All horses and donkeys should have a bag to catch droppings. Please have someone in your group dedicated and responsible for this task, and contact Parade Producers with any concerns.

Vehicles & Floats

- Alexandria's streets are historic and may not accommodate large floats or trailers.
- All vehicles in the parade must be driven by someone with a valid driver's license and show proof of insurance for the vehicle.

- Sirens and airhorns are not permitted during the parade.
- Float railings must be a minimum of 36 inches tall.
- Trailers must be towed by an accompanying vehicle and have a turning radius of not less than 90 degrees.
- The City of Alexandria has restrictions on oversize vehicles:
 - Single unit vehicles may not exceed 8 feet wide, 40 feet long.
 - Truck dimensions may not exceed 8 feet wide, 55 feet long.
 - Buses may not exceed 8 feet 6 inches wide, 60 feet long.
- Height limit on all vehicles and floats should not exceed 12 feet.
- Scooters, hoverboards, skateboards, and mopeds are not permitted.
- For everyone's safety, the driver of the vehicle is not permitted to distribute or hold any items, or have other tasks that would cause distracted driving.

Music, Amplified Sound, and Noise

- Please include detailed information in your application about the use of music, amplified sound or other noises.
- No sirens or airhorns are permitted.
- Please keep any amplified music or sound at a volume that is respectful to other participants who may have music or performances.
- To maintain a safe and comfortable environment for attendees, no fireworks, poppers, explosions, gunshots, or canon fire are allowed.

Weapons

- Traditional or ornamental weapons are acceptable as part of a group's uniform or costume. All knives, swords or spears carried in the parade as part of a uniform or costume must have a dull blade.
- Parts of the parade involve City public spaces where guns are prohibited. Guns, model guns or other replicas are prohibited in the parade. Exceptions are made for participating law enforcement and military units. However, the discharging of any weapons is prohibited.
- Parade participants with other weapons as part of a costume or uniform should contact parade organizers in advance to request permission at alxscottishwalk@visitalexva.com.

Balloons, Banners & Signage

- Banners, signage and other elements are recommended to provide a variety of visual elements for the parade. The use of a banner pole is recommended for all hand carried banners.
- Alexandria's streets are historic with powerlines overhead and may not safely accommodate large parade balloons. All balloon clearances should be below 12 feet in height.
- Please be as detailed as possible in your application on the size of inflatables/parade balloons and any logistics involved or space to inflate/ deflate items. Power and space may not be easy to coordinate within the assembly and dispersal areas.

SAFETY & LOGISTICS

- All participants agree to report to your group's specified assigned assembly location at the requested time and to follow directions from all on-site parade producers, staff and public safety personnel at all times during assembly, the parade and dispersal.
- Parade groups may not switch line-up locations with another group.
- Adhere to all safety and other logistical guidelines provided by the parade producers, on-site staff, and public safety personnel.

- All units must keep moving along the parade route unless approved to stop for a performance in advance. No stopping along the parade route for any reason unless previously arranged with Parade Producers.
- All organizations will be required to submit a waiver for participation. Additional insurance information, vehicle information and driver's licenses may also be requested.
- **Prepare and plan your participation for a variety of weather scenarios.** The parade is rain or shine, unless severe or dangerous weather conditions dictate the cancellation of the parade.

PHOTOGRAPHY & FILMING NOTICE

- By participating in the parade, photographers, videographers, and press are likely to film or photograph your group/organization. Your participation, including the participation of children in your group, indicates consent to be photographed or filmed.
- Please be mindful of how your group's participation will appear in photographs and on camera.

CANCELLATION

- Please notify parade organizers immediately if your unit needs to cancel.
- Refunds for cancellations will be given on a case-by-case basis.
- The parade is rain or shine. In the event of severe weather or extreme conditions that require a cancellation for safety reasons, there will be no rain date or rescheduled date.

CODE OF CONDUCT

- Parade units should be courteous to other parade participants, staff, City personnel and the attendees.
- Groups must avoid the use of profanity or any behavior that can be reasonably perceived as offensive or threatening.
- No alcoholic beverages or controlled substances may be consumed, carried, or possessed by parade participants during the event.
- Adhere to health and safety measures set by the Parade producers.
- Parade units must not promote any political campaigns, or use the parade for advocacy efforts.
- Have fun!

THANK YOU!

The 2023 Alexandria Scottish Christmas Walk Parade sponsored by Wegmans is produced by Visit Alexandria in partnership with Campagna Center and the City of Alexandria with additional support from First Watch Strategies. Contact alxscottishwalk@visitalexva.com with questions about participation.