



GENERAL INFORMATION

Parade Route: Begins on Main Street at Imperial Avenue in El Segundo and proceeds south to El Segundo Blvd.

Hours: 1:00 pm and ends at approx. 3:00 pm. Line-up for entries begin at 11:30 am.

Eligibility: The Parade is open to community members and groups & businesses from El Segundo and the South Bay. *Application does not guarantee acceptance into this event nor does it guarantee exclusivity.* The Chamber reserves the right to limit the number of applicants for any type of entry. Proof of automobile insurance is required for car/van/float etc.

Confirmations: Confirmation and parade line-up assignments will be determined by the Chamber and emailed before the parade. Unfortunately, we cannot accommodate requests for line-up positions. *(The El Segundo Chamber reserves the right to change line-up positions.)*

Entry Design: You are encouraged to design your entry based upon the theme of the parade and/or the holiday season. All designs and entries should be suitable for family viewing. We ask that entries not use a representative in a Santa costume, as the parade features Santa riding at the rear of the parade.

Attendance & Advertising: Hundreds of people attend the parade. We advertise throughout the South Bay and more!

Performances: The judges will be situated in a grandstand located at Main & Holly on the west side of the street. Each entry that includes a performance may pause in front of the grandstand and perform for no more than two minutes. No other stopping is permitted along the parade route.

Awards: A team of judges will be assembled to evaluate entries and grant awards in categories on application.

Commentary: See reverse side for instructions on preparing commentary.

Candy: Candy or other treats are not permitted to be thrown from a car/van/float etc. (If items are to be distributed, you may have members of your group walk alongside the crowd at the curb and hand them out.)

Information: **Call the Chamber at 310-322-1220 or email director@elsegundochamber.org. For Parade updates, follow @elsegundochamber on Facebook & Instagram and visit www.elsegundochamber.com**

Continued on reverse ➡

PARADE ENTRY APPLICATION—DEADLINE FOR APPLICATION IS 12/1/26
Online registration for this FREE event is also available at www.elsegundochamber.com

PLEASE PRINT ALL INFORMATION:

ENTRANT _____
CONTACT _____
ADDRESS _____ CITY _____ STATE _____ ZIP _____
PHONE (DAY) _____ PHONE (NIGHT) _____
EMAIL _____

AWARD FOR WHICH OUR ENTRY IS COMPETING (ONE SELECTION ONLY):

- ☐ BEST USE OF THEME: ___ Youth ___ Adult (Community/Civic) ___ Adult (Business/Commercial)
☐ BEST HOLIDAY SPIRIT ___ Youth ___ Adult (Community Civic) ___ Adult (Business/Commercial)
☐ BEST PERFORMERS (SINGERS, DRILL TEAM, DANCERS, SKATERS, ETC.): ___ Youth ___ Adult
☐ BEST MUSICAL BAND: ___ ELEMENTARY ___ MIDDLE SCHOOL ___ HIGH SCHOOL
☐ BEST EL SEGUNDO SPIRIT: ___ Youth ___ Adult

ALL ENTRIES WILL ALSO BE ELIGIBLE FOR THE GRAND MARSHALL'S AWARD

THE FOLLOWING INFORMATION MUST BE PROVIDED WITH APPLICATION BY 12/1/2026

- ☐ CAR/VAN/FLOAT ETC. - MUST PROVIDE CURRENT PROOF OF INSURANCE (COPY OF CARD OR POLICY)
☐ PLEASE MARK IF YOUR GROUP WILL INCLUDE MUSIC • Please explain (i.e. instruments, vocal, recorded, etc) _____
☐ COMMENTARY FOR SCRIPT (SEE REVERSE)
☐ _____ APPROXIMATE LENGTH (IN FEET) OF YOUR ENTRY (needed to determine amount of space needed for line-up)
☐ _____ # OF PEOPLE IN ENTRY
☐ CANDY (IF APPLICABLE) WILL BE GIVEN BY WALKING MEMBERS OF OUR ENTRY AT CURBSIDE, AT LEAST 10 FEET FROM CAR/VAN/FLOAT ETC.

DISCLAIMER:

I hereby agree to indemnify and hold harmless the El Segundo Chamber of Commerce and City of El Segundo, their officers, directors, members and agents from any and all loss, damage, or liability for injury or damage to persons or property arising directly or indirectly out of my participation, or the participation of our organization or one or more of our members, or our animals entered in said parade. For safety reasons, I will not permit candies, treats or other objects to

Signature of Applicant (Required to process application) _____ Date _____



***Your Holiday Parade entry application is here! Join us as we celebrate the holidays!
Please complete and return ASAP. Deadline is 12/1/2026.***

Online registration for this FREE event is also available at www.elsegundochamber.com

- Commentary:
Entries accepted into the parade need to provide an entertaining description for the Parade Commentator.
- Commentary is to be delivered with the application by 12/1/2026.
 - Commentary must be less than 75 words & is subject to editing. (Attach document for additional space.)
