



Celebrate the Spirit of  
**America's Thanksgiving Parade® 2010**  
Community Service Application

Haven't you always dreamed of being a part of the magic and tradition of America's Thanksgiving Parade® ...well now is your chance to shine! Each year hundreds of thousands of Parade spectators line historic Woodward Avenue Thanksgiving morning to watch the larger than life floats, colorful high flying balloons, thunderous marching bands and unique performance acts. We invite you to apply to be a part of the magic Thanksgiving morning!!

The 2010 Parade Selection Committee is currently accepting applications from community service organizations for participation in America's Thanksgiving Parade®. Selected community service organizations are limited to eight (8) participants (each) representing the organization on the route. Groups are assigned a designed float and the task of handing out official America's Thanksgiving Parade® coloring books.

Applications must be completed in full to be considered for acceptance and must be submitted no later than Monday, August 30, 2010.

Upon reviewing applications, units will be notified of their status in writing no later than Friday, October 1, 2010. (Dates are subject to change). Selected units are responsible for all transportation, accommodations and all other expenses while in Detroit.

All commercial units may contact our sponsorship department for further information on participating in America's Thanksgiving Parade®. A unit is identified as commercial if the entry is a promotion of a commercial venture, or recognizes any other entity, organization or business other than itself.

America's Thanksgiving Parade® will step off at Woodward and Mack Avenue on Thursday, November 25, 2010 at 9:20am. The Parade Route is 1.5 miles of smiles along Woodward Avenue from Mack to Congress. The Parade is broadcast live and nationally syndicated throughout 74.5 million households.





# America's Thanksgiving Parade® 2010

## Community Service Organization Application

BASIC INFORMATION
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Official Name of Unit: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Unit Director Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone (Home or Work): \_\_\_\_\_ Mobile: \_\_\_\_\_  
Please Circle One

COMMUNITY SERVICE ORGANIZATION DESCRIPTION
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Community service organizations are limited to eight (8) participants each. The Parade Company must approve all costumes and apparel proposed by the organization. Please write a full description of the group, including apparel and colors. (Please attach a color photo of apparel).

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<b>PARTICIPANT INFORMATION</b>
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Number of Participants: \_\_\_\_\_ Number of Directors: \_\_\_\_\_

Age Range of Participants: \_\_\_\_\_

Are there any other individuals that are not accounted for above? If so, explain.

\_\_\_\_\_

Number of Transportation Vehicles: \_\_\_\_\_

(These vehicles are not participating in the Parade; they are solely for transportation of performers to and from the route).

**NOTE:** All participants must be able to maintain a consistent forward movement during the Parade of approximately four (4) feet per second. Marchers must stay with the assigned float at all times. The route is approximately 1.5 miles long.

<b>BANNER POLICY</b>
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The Parade Company does not allow community service organizations to carry banners during their appearance. The organization is permitted to wear apparel featuring their organization name once it has been approved by The Parade Company.

<b>TELEVISION COMMENTARY</b>
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Each unit can provide information on your appearance for the use of on air commentary. However, it is the discretion of The Parade Company and our media partners as to which information is chosen. Please provide the following information in regards to your unit's appearance.

Official Name of Unit: \_\_\_\_\_

Location & Purpose of Organization: \_\_\_\_\_

\_\_\_\_\_

Years of participation in the Parade along with specific years and awards received:

\_\_\_\_\_

Please list five (5) major points of interest about your unit.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

<b>ADDITIONAL REQUIRED INFORMATION</b>
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Your application is considered complete with the submission of the following:

- One recent color photo of unit in organization apparel
- Any additional supplemental information on your organization

Please label all items with your unit name.

Application is not guarantee of acceptance. Once approved, any changes to the unit's appearance must be pre-approved by The Parade Company. Failure to secure prior approval will result in the removal of the changes or the entire unit from the Parade route.

The participant is responsible for ensuring that the use of any theme does not violate the copyright, service mark, trademark or intellectual property of others.

I have read all the information above and I fully understand the terms of the application process.

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Signature

Date

Please mail completed application to the following:

The Parade Company  
Parade Selection Committee  
9500 Mt. Elliott | Studio A  
Detroit, MI 48211

