

# Celebrate the Spirit of America's Thanksgiving Parade® 2010 Specialty Unit 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 Parade Company is seeking unique and entertaining performance acts to participate in the 2010 America's Thanksgiving Parade®! The Parade Selection Committee selects units based on their use of costumes, music, performance and entertainment value.

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. Each unit is also encouraged to purchase a minimum ten (10) grandstand seats at \$15.00 each totaling \$150.00.

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.







<b>PARTICIPANT INFORMATION</b>
--------------------------------

Number of Performers: \_\_\_\_\_ Number of Directors: \_\_\_\_\_

Age Range of Performers: \_\_\_\_\_

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

\_\_\_\_\_

Unit Length: \_\_\_\_\_ Unit Width: \_\_\_\_\_ Unit Height: \_\_\_\_\_

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 performers must be able to maintain a consistent forward movement during the Parade of approximately four (4) feet per second. Units are not permitted to stop and perform along the route while the Parade is in motion. The route is approximately 1.5 miles long.

<b>BANNER POLICY</b>
----------------------

It is The Parade Company's discretion on whether or not a unit may display a banner during their Parade appearance. Please list and describe (height, width, length) the proposed banner for your unit, as well as a photo of the banner.

\_\_\_\_\_

\_\_\_\_\_

<b>TELEVISION COMMENTARY</b>
------------------------------

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:

\_\_\_\_\_

Number of hours involved in preparation of the unit: \_\_\_\_\_

Please list five (5) major points of interest about your unit. Including the most entertaining and exciting features of the performance.

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

### ADDITIONAL REQUIRED INFORMATION

Your application is considered complete with the submission of the following:

- One recent color photo of unit in costume
- One recent DVD | VHS of a performance by your unit

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.

Signature

Date

Please mail completed application to the following:

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

