



2025 Equestrian Unit Application

Haven't you always dreamed of being a part of the magic and tradition of The Parade? Well now is your chance to shine! Each year hundreds of thousands of Parade spectators line historic Woodward Avenue on 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!

The Parade Company is seeking unique and entertaining equestrian units to participate in the 2025 *America's Thanksgiving Parade*® presented by Gardner White! The Selection Committee selects units based on their use of costumes, performance, entertainment value and teamwork with The Parade Company.

Applications are required to be completed in full for consideration and must be submitted no later than Friday, August 1, 2025.

After review of the applications, equestrian units will be notified of their status in writing. 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*® presented by Gardner White. 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® presented by Gardner White will step off at Woodward and Kirby on Thursday, November 27, 2025, at 8:45 A.M. The Parade route is three miles of smiles along Woodward Avenue from Kirby to Congress. The Parade is broadcast live and is nationally syndicated in 74.5 million households.



America's Thanksgiving Parade®
Presented by Gardner White
2025 Equestrian Unit Application

BASIC INFORMATION

Official Name of Unit: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Unit Director Name: _____

Email: _____

Phone (Home or Work): _____ Mobile: _____

Please Circle One

EQUESTRIAN UNIT DESCRIPTION

Please write in detail a full description of your unit. This should include costumes, colors, performance routines and any props needed for your appearance. All riders & walkers must be in costume / uniforms that are pre-approved by The Parade Company. (You may attach a separate piece of paper detailing your unit).

PARTICIPANT INFORMATION

Number of Horses: _____ Age Range of Horses: _____ Breeds: _____

Number of Riders: _____ Number of Walkers: _____ Age Range of Participants: _____

Is a carriage included in your proposed appearance? _____

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).

Autos: _____ Trucks with Trailers: _____ Semi Trucks: _____

Estimate Unload Time: _____ Estimate Load Time: _____

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 three miles long.

INSURANCE REQUIREMENT

The Parade Unit, at its own expense, will provide The Parade Company with a Certificate of Insurance naming The Parade Company and Michigan Thanksgiving Parade Foundation as additional insured. The policy limit shall be one million dollars each occurrence, with a two million dollars minimum aggregate. If the unit cannot provide the above, they will not be able to participate in *America's Thanksgiving Parade*® presented by Gardner White.

CHAPERONE & WALKER POLICY

The Parade Company allows two (2) non-director walkers per 5 horses. Each walker must be in matching unit branded apparel, which must be approved by The Parade Company. Prior to The Parade, the chaperone(s) name(s) should be submitted to The Parade Company staff for proper credentialing during The Parade. Any individual dressed in street clothes, without the proper credentials will be asked to leave the route. The Parade Company will provide equestrian escorts to clean up behind unit.

BANNER POLICY

The Parade Company does not permit the use of outside banners or banner carriers without prior approval. The Parade Company may provide recognition of the group via Parade Company produced signage and will work with group director on proper copy.

TELEVISION COMMENTARY

Each unit can provide information on your appearance for the use of on-air commentary. However, it is at the discretion of The Parade Company and our media partners as to which information is chosen. Please provide the following information in regard to your unit's appearance.

Official Name of Unit: _____

Location & Purpose of Organization: _____

Years of Participation in The Parade along with specific years & awards received:

Number of hours involved in preparation of the unit: _____

Special training the horses have received: _____

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

- One recent online link of a performance by your unit; please only send performances that could be performed during The Parade.
Link: _____
- One recent color photo of the unit in costume; photo of one costumed individual is acceptable.

Please label all items with your unit name.

Application is not a 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, Michigan 48211