



2026 Marching Band Application

The Parade Company is proud to celebrate the 100th *America's Thanksgiving Parade*® presented by Gardner White in 2026!!

This once-in-a-lifetime celebration will take place on Thursday, November 26, 2026, before hundreds of thousands of spectators along historic Woodward Avenue!! The Parade will feature 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 high school and collegiate marching bands to participate in the 2026 Parade! The Selection Committee selects units based on their performance and quality of music as well as the band's overall presentation.

Applications are required to be completed in full for consideration and must be submitted no later than Friday, July 31, 2026.

After review of the applications, marching bands will be notified of their status in writing. Selected units are responsible for all transportation, accommodations and all other expenses while in Detroit. The Parade Company is proud to provide a \$500.00 stipend to help cover Parade Day expenses.

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 26, 2026, 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
2026 Marching Band Application

CONTACT INFORMATION

Official Name of Unit: _____

School Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Additional Mailing Address (If you do not have access to school mailing during the summer notification period).

Mailing Address: _____

City: _____ State: _____ Zip: _____

Unit Director Name: _____

Email: _____

Phone (Home or Work): _____ Mobile: _____

Please Circle One

PARTICIPANT INFORMATION

Number of Instruments _____

Number of Guards _____

Number of Drum Majors _____

Number of Chaperones _____ (one chaperone per 50 students; max five)

Number of Directors _____ (max two)

TOTAL _____

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

INSURANCE REQUIREMENT

The Marching Band, 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.

AWARDS & RECOGNITION

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

Please list three (3) major points of interest about your unit. Including the most entertaining and exciting features of the performance.

1) _____

2) _____

3) _____

ADDITIONAL REQUIRED INFORMATION

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

- **Performance** – Please submit an active hyperlink of a recent performance by your marching band; please only send performances that could be performed during The Parade.

LINK: _____

You may also embed the link in email along with your completed application to CarolAnn at cbarbb@theparade.org

- **Photo** - One recent color photo of the band in uniform

Please label all items with your marching band's 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

Applications may be emailed to CarolAnn at cbarbb@theparade.org or mailed to:

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