



2027 Dance Team Application

The Parade Company is proud to celebrate the 101st America's Thanksgiving Parade® presented by Gardner White in 2027!!

This once-in-a-lifetime celebration will take place on Thursday, November 25, 2027, 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 talented and entertaining dance teams to participate in the 2027 Parade. The Selection Committee selects units based on their use of costumes, music, 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, July 30, 2027.

After review of the applications, dance teams will be notified of their status in writing. Selected dance teams 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 25, 2027, 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
2027 Dance Team Application

BASIC INFORMATION

Official Name of Unit: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Unit Director Name: _____

Email: _____

Phone (Home or Work): _____ Mobile: _____
Please Circle One

DANCE TEAM 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. (You may attach a separate piece of paper detailing your unit).

PARTICIPANT INFORMATION

Number of Performers: _____ (Minimum 20)

Number of Directors: _____

Age Range of Performers: _____

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

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.

PARADE PLACEMENT

Dance teams will be assigned to accompany a sponsored float and will work with The Parade Company on appropriate costumes & music. The Parade Company has the right to limit the number of dancers assigned to each unit.

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 POLICY

The Parade Company allows one (1) non-director chaperone per 25 students. Each chaperone 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.

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.

AWARDS & RECOGNITION

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

Please list four (4) major points of interest about your unit. Including the most entertaining and exciting features of the performance.

- 1) _____
- 2) _____
- 3) _____
- 4) _____

ADDITIONAL REQUIRED INFORMATION
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Your application is considered complete with the submission of the following:

- **Performance** – Please submit an active hyperlink of a recent performance by your dance team; 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 team in costume; it is helpful to submit multiple costume options so that we may better fit chosen teams with floats or units that coordinate. Photo of one costumed individual is acceptable.

Please label all items with your unit'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