



## 2019 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 2019 *America's Thanksgiving Parade*® presented by Art Van! 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 Monday, August 26, 2019.**

After review of the applications, equestrian units will be notified of their status in writing no later than Monday, October 14, 2019. (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*® presented by Art Van. 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 Art Van will step off at Woodward and Kirby on Thursday, November 28, 2019 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 Art Van**  
**2019 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, music, 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 Art Van.

**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) \_\_\_\_\_

|  |
|--|
| <b>ADDITIONAL REQUIRED INFORMATION</b> |
|--|

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

- One recent DVD of a performance by your unit; please only send performances that could be performed during The Parade.
- 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