

PARADE APPLICATION 2026

Hometown Holiday

DOWNTOWN UPLAND • DEC 12TH 2026 • BEGINS AT 10AM



GENERAL INFORMATION

Join the City of Upland for our 19th annual Holiday Parade, a beloved community tradition celebrating the holiday season in Historic Downtown Upland! Historic Downtown Upland will be transformed into a winter wonderland featuring a parade, holiday boutique vendors, food vendors, and a special appearance by Santa! This year's Hometown Holiday theme brings the community together for a festive morning filled with holiday spirit, entertainment, and fun for all ages.

Event Date: Saturday, December 12, 2026

Event Time: 9:00 a.m. – 2:00 p.m.

Parade Start Time: 10:00 a.m. (*Rain or Shine*)

Location: Historic Downtown Upland, California

Theme: Hometown Holiday

Anticipated Attendance: 6,000+

PARADE ROUTE

The approximate half-mile parade route will travel along 2nd Avenue, beginning and ending at the same location. The route will travel southbound from D Street to A Street, turn around, and return northbound to D Street. Refer to map on page 7.

APPLICATION INFORMATION

Please review the General Parade Guidelines included on pages 4-6 of this application.

Applicants are encouraged to submit their applications early to be considered for parade placement. Priority will be given to local businesses, organizations, and residents.

Parade organizers will review all applications, and notification of acceptance will be emailed on Monday, November 9th, 2026, along with additional event details.

ENTRY DEADLINE: FRIDAY, OCTOBER 23RD, 2026

EMAIL APPLICATIONS TO: MMEADE@UPLANDCA.GOV

For updated information about the parade, please visit our city website or call (909) 931-4280.

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VENDOR INFO

Business/Organization Name:

Contact Person(s):

Primary Phone #:

Email:

Website (optional):

Address:

City:

Zipcode:

State:

Alternative Contact Person(s):

Alternative Phone #:

TYPE OF ENTRY

Entry Classification: (Please select all that apply).

- | | |
|--|---|
| ☐ Non-Profit Community Organization | ☐ Local Business/Organization |
| ☐ Non-Local Business (\$25 Entry Fee Applies) | ☐ Resident |
| ☐ School: _____ | ☐ Council Member/Dignitary |
| ☐ Other: _____ | ☐ Check box if vehicle is needed |

Entry Type: (please select the options that best describe your entry if applicable).

- ☐ **Band** • Marching band, Drum Corps, Pipe Band, and Drum Line
- ☐ **Equestrian** • Individual Rider, Team, Posse, Pulled Wagon, Miniature
- ☐ **Float** • Self propelled, Towed, Pushed, or Pulled (not to exceed 25 people per float)
- ☐ **Marchers** • Scouting, Youth Groups, Military, Veterans, School Groups
- ☐ **Performance Unit** • Dance, Drill, Cheer Team, Dance Group, Costumed Walkers
- ☐ **Vehicle** • Antique/Classic, Single/Individual, Car Club, Fire Truck

REQUIRED: Please provide a complete description of the entry including music, theme, decorations, costumes, etc. Banners/Signs are highly recommended.

**Description of entry will be used for the application review process.*

Number of Participants: (members, people in entry) # _____

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TYPE OF ENTRY

Amplified Music or Sound *If YES, please describe:* _____
☐ YES ☐ NO _____

Will your group arrive by bus or arrive separately?

☐ **Bussed:** (# of busses) _____
☐ **Individually:** (# of vehicles) _____

Please complete the information based on your entry type if applicable.

ESQUESTRIAN

☐ Team/Posse ☐ Individual Rider
☐ Horse Drawn Wagon ☐ Other: _____

FLOAT (Size Including Tow Vehicle) *Must include photo*

Length: _____ Width: _____ Height: _____

Vehicle

Maximum Float Size 25' L X 10' W"

☐ Single/Antique Classic ☐ Fire Truck
☐ Collector's Club ☐ Other: _____

Number of Vehicles: # _____

Year: _____ **Make:** _____ **Model:** _____

Group Description:

How should your group be introduced? Tell us about exciting awards, special facts, and/or information about your members.

Please submit a team/group photo with your application.

Additional Comments or Requests?

ENTRY DETAILS

PARADE APPLICATION 2026

Acknowledgment Agreement

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Thank you for participating in the City of Upland's Hometown Holiday Parade! We are excited to have you join us in celebrating the holiday season with our community. By signing below, I acknowledge that I have read, understand, and agree to follow the General Parade Guidelines and all instructions provided by the City of Upland and parade staff.

PARADE PARTICIPANT RESPONSIBILITIES

- ☐ Parade entries are encouraged to be **creative, entertaining, festive, and full of lights**. Floats, bands, costumes, uniforms, dance teams, antique or unique vehicles, and other creative entries are welcome.
- ☐ Participants are responsible for ensuring their entry is appropriate for a family-friendly, City-sponsored event.
- ☐ **For safety, tossing candy is discouraged. If you choose to distribute candy, you accept all liability associated with doing so.**
- ☐ Participants understand that failure to follow parade guidelines or City instructions may result in removal from the parade and/or denial of participation in future City of Upland events.
- ☐ I understand that participation is not guaranteed for applications submitted after the entry deadline or are incomplete.
- ☐ I understand that live Santa Claus appearances are not allowed in parade entries. The official Santa will appear at the end of the parade.

NON-POLITICAL EVENT

- ☐ The City of Upland's Hometown Holiday Parade is a non-political, community-focused event. Political campaigns, political advocacy, or displays promoting or opposing political candidates, parties, issues, or organizations are not permitted as part of a parade entry.

Participants may not create the appearance of City endorsement, sponsorship, or advocacy of any political message, candidate, entity, or group.

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Acknowledgment Agreement

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ACKNOWLEDGEMENT

By signing below, I confirm that I have reviewed the General Parade Guidelines, understand my responsibilities as a parade participant, and agree to follow all applicable requirements.

I understand that the City of Upland reserves the right to deny or remove a parade entry that does not comply with event guidelines, safety requirements, or the non-political nature of the event.

_____	_____	_____
Authorized Representative's Name	Authorized Representative's Signature	Date

WAIVER

I have carefully read this release and agree to participate in The City of Upland Hometown Holiday Parade & Faire 2026, (hereinafter referred to as "EVENT", taking place on Saturday, December 12 and being held in Historic Downtown Upland.

I fully understand that participation in the EVENT can expose me to risks of personal injury, communicable diseases, (including but not limited to COVID-19), viruses (including but not limited to any severe acute respiratory syndrome coronavirus), illness, death, or property damage. I hereby acknowledge that I am voluntarily participating in the EVENT and as a result of signing below, I agree to assume those risks for myself. I shall observe and comply with any regulations and/or orders, including social distancing, facial coverings, and sanitation, relating to any public health concern.

On behalf of myself, I hereby release, discharge, waive, and relinquish any and all actions or causes of action for personal injury, property damage, or wrongful death occurring to myself arising as a result of engaging or receiving instructions in said EVENT or any incidental activities. I agree not to sue the City of Upland, its officers, clients, agents, contractors, instructors, authorized volunteers, and employees (hereinafter referred to as "CITY"), for any injury, wrongful death, or property damage to or loss of personal property arising out of, or in connection with, my participation in the EVENT from whatever cause, including any active or passive negligence of the CITY or any other participants in the EVENT. This Liability Waiver is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. IN CONSIDERATION of accepting this registration to participate in the EVENT, I hereby agree, for myself, my heirs, administrators, executors, and assigns, that I shall indemnify and hold harmless CITY from any and all claims, demands, actions or suits arising out of or in connection with my participation in the EVENT.

Photo Policy: Photographs and videos of participants in programs, facilities, including parks, and special events will be taken. Please be aware that these photos are intended for use in future brochures, pamphlets or for local public access.

"I understand that I am to adhere to all rules/regulations/guidelines that may be presented to me during this activity by authorized persons or leaders."

I HAVE CAREFULLY READ THIS PARTICIPANT WAIVER/RELEASE, HOLD HARMLESS AND AGREEMENT AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL AS AN AUTHORIZED REPRESENTATIVE OF ORGANIZATION & ALL ITS PARADE PARTICIPANTS.

Authorized Representative's Name

Authorized Representative's Signature

Date

Hometown Holiday Parade Route

Friday, December 12, 2026 | 9AM - 2PM

