

# 2024 APS ELECTRIC LIGHT PARADE ENTRY PARTICIPATION INFORMATION



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## APS ELECTRIC LIGHT PARADE

APS Electric Light Parade has long been an event where families, neighborhood groups and businesses from across the city come together to provide an outstanding, family friendly, holiday themed special event that is enjoyed by hundreds of thousands of families each year. The parade engenders a feeling of belonging through a shared experience; it connects friends, and neighbors into a community; it improves the quality of life for residents, brings all people together; inspires a positive image of the city with a shared pride in their community; brings vitality to the community; and promotes economic impact and tourism. The 2024 event is no different; we invite each of you to make this a tradition for your family, organization, or business by participating in this year's parade. Please read through this guide and if you have any questions, don't hesitate to contact us.

**This year's parade will be held Saturday, December 7, 2024 at 7 pm.**

## PARADE COORDINATION

APS Electric Light Parade is produced and coordinated by the City of Phoenix Parks and Recreation Department. The event has a large number of partners and sponsors which includes our amazing title sponsor Arizona Public Service (APS) as well as North Phoenix Baptist Church, our parade staging site host and ABC15 our TV Broadcast sponsor. Please see the event website for a full list of sponsors and partners.

If you have any questions or you would like information about becoming an event sponsor or participant, please contact Bob Berlin at 602-262-1678, or through email at [elp@phoenix.gov](mailto:elp@phoenix.gov).



Event details are also located on the City of Phoenix, Parks and Recreation Department web site <https://www.phoenix.gov/elp>

## PARADE THEME

The 2024 APS Electric Light Parade theme is **“LET EVERY HOLIDAY SHINE”**.

## PARADE GRAND MARSHAL

The 2024 APS Electric Light Parade has not been finalized, please watch our event page and social media for the official announcement as we approach the parade.

## REGISTRATION INFORMATION

Registration opens on September 3, 2024 at 8:00 am and all entry registrations must be completed before 10:00 pm on October 20, 2024. Registration for the APS Electric Light Parade is accepted through our online registration system at <https://apm.activecommunities.com/phoenix> or by walk-in at Parks and Recreation Department community centers or division offices. Course codes for the entry category you are looking for can be found in the entry category and fee schedule section of this document. If you do not already have one, you will need to create an online account prior to registering. Registration is payable by cash, credit card, debit card or by check (checks shall be payable to the City of Phoenix) depending on whether you register online or in person. All those considering registration for the APS Electric Light Parade should review the entry category list below, to determine which entry group they fall within. If you are unsure which entry category you qualify under, please contact the Parks and Recreation Department prior to registering.

**Additional information will be requested following registration and must be provided by the deadline provided.** \*\*There are a limited number of spots available in each category and many will fill before registration ends. Please also review the ELP Guidelines, Safety & Operations document prior to registering.

*Refund request shall be presented in writing. Partial refunds (80%) will be available until November 10, 2024; there are no refunds after November 10, 2024.*

## ENTRY CATEGORIES

Interested in registering for the APS Electric Light Parade? Review the entry category descriptions listed below to determine which one of the seven categories your entry fits and go to the event website to find a link to registration ([www.phoenix.gov/parks/elp](http://www.phoenix.gov/parks/elp)). If you are unsure which category your entry qualifies, please contact the Parks and Recreation Department prior to registering. There are a limited number of entry spots assigned to each category and all categories will fill up so register early for the 2024 APS Electric Light Parade. All City of Phoenix, sponsor and dignitary entries must register directly through the Parade Coordinator. Parade leadership reserves the right to make the final decision on participation.

### Marching Band Entry

A Marching Band Entry is an ensemble of musicians that march in time to the music for entertainment at events and in parades. A marching band typically includes brass, woodwinds, percussion instruments and drum majors and/or majorettes, and color guard. To qualify for this category, APS Electric Light Parade marching band entries must contain at least three of the areas listed above.

1. To perform in the APS Electric Light Parade, all band members, instruments, handheld accessories: headpieces, etc., must be lit, outlined or accented by light products.
2. The first six bands registered will receive a \$200 honorarium. Honorariums are mailed to the school approximately two weeks following APS Electric Light Parade.
3. All bands are required to play holiday music on the route.
4. Bands may NOT stop or perform reverse marches or stunts on the APS Electric Light Parade route; these activities cause gaps in the parade which negatively affect the attendee experience.
5. Each marching band will be limited to 125 participants. Bands must be able to proceed on the

route utilizing approximately 20 feet in width so plan your march width accordingly..

6. The chaperone ratio is 1:30 for marching bands. All chaperones are required to dress in in all black or unit uniform.
7. A Marching Band may have 1 support vehicle (tow vehicle and float) as part of the entry which must be lit per lighting standards.

### **Performance Group Entry**

This entry is for walking groups that are performing while they march. Examples include but are not limited to dancers, twirling groups, drill teams, drum corps, etc. A performance entry cannot have more than 50 participants.

1. *There is a prize awarded for the top entry in this category.*
2. To perform in the APS Electric Light Parade, all members, handheld accessories, headpieces, etc., must be lit, outlined, or accented by light products.
3. A performance group entry may have 1 support vehicle (tow vehicle and float) as part of the entry which must be lit per lighting standards.

### **Community Entry**

Community entries can be an individual, family, organization, club or neighborhood group. Boy Scouts, Girl Scouts, bicycle clubs, motorcycle and car groups fall under this category as well.

1. Community entries may not advertise sponsors or corporate supporters' names; signage must only reflect only the name of the entry.
2. A Community entry cannot have more than 50 participants and/or 20 vehicles.
3. *There is a prize awarded for the top two entries in this category.*

### **Non-Profit Organization Entry**

A Non-Profit Organization entry is an organization certified as a 501-C3 organization. A 501-C3 determination or affirmation letter must be submitted following your registration. Entries that are not certified 501-C3 must register in the community category.

1. You may have the non-profit name on the float, but you cannot have a commercial sponsor name on the float.
2. A Non-Profit entry cannot have more than 50 participants and/or 20 vehicles.
3. *There is a prize awarded for the top two entries in this category.*

### **Commercial Entry**

Commercial entries are broken into 2 registration categories: either large or small businesses. A small commercial business is one that has 24 or fewer employees while a large commercial business is one with 25 or more employees.

1. The commercial entry may display their company logo however, it must be lit according to the standards provided in these guidelines.
2. A Commercial entry cannot have more than 60 participants and 4 vehicles (tow vehicle and float count as 1).

### **Government Entry**

A government entry will be supported and constructed by a government agency. This includes organization such as schools, federal, state, city, county and local municipal agencies, etc. that do not qualify in one of the other entry categories.

1. A Government entry cannot have more than 50 participants and 6 vehicles (tow vehicle and float count as 1).

## City of Phoenix Entry

City of Phoenix Departments and agencies require a different registration process. Please reach out to the Parade Coordinator for additional information.

## Entry Registration Restrictions

1. Due to existing parade agreements and contracts with our media partners, we are unable to allow other media agencies to register for the parade.
2. APS and City of Phoenix cannot endorse, or appear to endorse, any political candidates. Therefore, no candidates are allowed to participate in the APS Electric Light Parade. Additionally, there is to be no demonstration of support for any candidate(s) permitted. Parade organizers are responsible for initiating invitations to duly elected political dignitaries to participate.

If you are unsure of your status, please contact the Parade Coordinator through the event email address ([elp@phoenix.gov](mailto:elp@phoenix.gov)).

*\*There are a number of holiday events around the Phoenix area that love to invite the APS Electric Light Parade entries to be a part of their events. Parade staff will provide information on those events as it becomes available.*

## REGISTRATION CATEGORY, REGISTRATION CODE AND FEE

Entry Category	Registration Code	Fee
Marching Band Entry	50073	No charge
Performance Entry	50074	\$100
Community Entry	50075	\$75
Non-Profit Entry	50076	\$100
Commercial Entry - Large - 25 or more employees	50077	\$400
Commercial Entry - Small – Up to 24 employees	50078	\$300
Government Entry	50079	\$100

*\*\*There are a limited number of entry spots available in each category so register early.*

## ENTRY DETAIL & COMMENTARY FORM

After registering, each entry will receive an email with a parade entry form which is used to collect entry information and the commentary. The form is a fillable document, so we request that you make every effort to complete it as such rather than printing and hand-writing the information onto it. The form is a critical component to the effective presentation of the event. The entry

information form must be complete as the details are important to effective staging/destaging as well as for your placement in the parade. When completing the commentary section, include information that can be used to identify and describe your entry for the televised version (not a live broadcast). Your commentary should be a brief narrative – Use 4-5 dot points with no more than 200 characters. Remember, to maintain the spirit of the event, the script should be fun to hear! Event producers and our broadcast partners reserve the right to edit and use the material as needed and at their sole discretion. Every entry MUST complete and return the document on or before Sunday, November 3, 2024. Late forms will negatively affect entry position.

#### Commentary Samples

1. What would Lights! Camera! Magic! be without a little Hollywood thrown in?
2. Happy Dance Family brings you “Hollywood Christmas” with high energy dancing, stepping and chanting to Christmas music.
3. Happy Dance Family took home the award for best performance group in 2020.

## **SOCIAL MEDIA**

### **FOLLOW. LIKE. SHARE.**

We’d love for you to engage your friends, family, business partners, etc through the use of social media. Please join the Phoenix Parks and Recreation Department in the promotion and showcasing of the annual APS Electric Light Parade. Through social media channels such as Facebook and Twitter we have the power to share this great parade with a much broader audience. The City of Phoenix Parks and Recreation Department will take a proactive approach in posting parade content leading up to, and throughout the event. Please take a moment to Follow and Like our current social media accounts:

- Facebook: <https://www.facebook.com/phoenixparks/> (facebook.com/phoenixparks)
- x: <https://x.com/PhoenixParks> (@PhoenixParks)
- Instagram: <https://www.instagram.com/phxparks> (@phxparks)
- YouTube: <https://www.youtube.com/cityofphoenixaz>

We invite parade entrants and spectators to tag us directly using the information noted above; additionally, we would like entries to share posts with one another using the hashtag:

**#PHXLightParade**

Don’t forget to tag our great partners so they can engage as well.

## **PARADE COVERAGE**

The television broadcast partner for the APS Electric Light Parade is ABC15. ABC15 also does an amazing facebook live feed before and through the parade. In the weeks following the parade, there are multiple broadcasts on a number of different networks. Details are posted on the event website as they are confirmed.



## SHARE YOUR EXPERIENCE

For over 35 years, the APS Electric Light Parade has become a holiday tradition for Phoenix families. Please help us compile an event history by sharing pictures, videos or stories from the event, of entries you've been a part of, special memorable moments you have while attending or from being a part of the parade, and more. Please send your memories to [elp@phoenix.gov](mailto:elp@phoenix.gov). Please note, by submitting, the Phoenix Parks and Recreation Department reserves the right to utilize those images, videos and stories in any way necessary for, but not limited to, event promotion, the web site, for fliers and other printed parade materials, social media, tv broadcast, award applications, etc.

## PARADE ROUTE

The APS Electric Light Parade entries are staged at North Phoenix Baptist Church (larger units may be staged on Central Avenue). Entries head out of the church southbound on Central Avenue (the actual route begins at Montebello). Entries head south on Central until they reach Camelback Road at which point, they turn east and head up to 7<sup>th</sup> Street. At 7<sup>th</sup> Street, entries turn south and continue down 7<sup>th</sup> Street until they reach Indian School Road which is the end of the route. The route is approximately 2.3 miles long and takes entries about 60 minutes to reach the end. A route map can be found in the attachment section in the back of this guide.

## KNOW BEFORE YOU GO – PARADE ATTENDEE TIPS

- Crowds for this event have grown large in recent years and spectators start arriving many hours prior to start to reserve a spot. Viewing spots along the parade route are first-come, first-served.
- There is a very large crowd (especially children) so be kind and respectful of other attendees, local homeowners, and businesses around the parade route.
- There are many portable restrooms along the route; scope out the location near you before you need to find one.
- It's very dark once the streetlights go off so stay behind the cones on the route and NEVER run out into the parade.
- Parking is available on city streets around the parade route and is on a first-come, first-served basis. Private lots near the parade area often offer parking for a fee
- Utilize mass transit to and from the parade route; consider taking Valley Metro Light Rail to avoid traffic congestion.
- Even though it may be a cool evening, hydrate yourself.
- The parade is a rain or shine event. Check the weather forecast.
- Dress for the weather; the temperature really drops once the sun goes down.
- Bring blankets and chairs for seating.
- Spectators should try to minimize and gather any trash and litter generated during the parade to ease post-event cleanup.



- Families make a night of it by bringing food, drinks, and snacks. Coolers are permitted, but alcohol and glass containers are prohibited.
- Follow the instructions of parade staff, parade monitors and the public safety staff around and along the parade route.
- Respect the parade route; to ensure the safety of parade entries and attendees, remain behind all cones and barricades to ensure a safe route for the entries is maintained down the route.
- We invite parade sponsors, entries, and spectators to join us on social media platforms; follow, like share and tag us. Additionally, we would like spectators to share posts with one another using the hashtag: **#PHXLightParade**

## VENDING

There is **NO VENDING** authorized or permitted at the event staging site, destaging areas, streets, sidewalks or other event areas December 6 - 7, 2024 per Phoenix City Code, Street Vending, Article II, Section 31-24, Item 6.

## PICTURES AND VIDEO

There is a variety of photographs and video taken throughout staging, during judging and during the parade; organizers reserve the right to utilize those images in any way necessary for, but not limited to, promotion, the web site, for fliers and other printed parade materials, social media, award applications, etc.

## IMPORTANT DATES AND DEADLINES

IMPORTANT DATES	DETAILS
September 3, 2024 – October 15, 2024	Parade entry open registration period.
October 23, 2024 (6-7:30 pm)	<b>First-time entry workshop</b> This is an informational meeting for first time participants and/or those interested in an in-depth look at the entry guidelines, the entry inspection process, as well as some decorating tips and tricks. Return entries are welcome to attend to discuss updates to the APS Electric Light Parade and to share ideas and insight with newcomers. The workshop will be held at Devonshire Senior Center, 2802 E. Devonshire (1 block N. of Indian School Rd. on 28th St.).
October 31, 2024	Commentary form, proof of vehicle insurance, and special placement consideration request due
December 3, 2024 (5 pm doors open for packets 6-7:30 pm meeting)	<b>Entry Meeting</b> This is a <b>MANDATORY</b> meeting for all entry representatives and walking marshals to review the staging and de-staging plans, receive the APS Electric Light Parade line-up and any last-minute changes and announcements, as well as to pick up parade packets and parking passes. The meeting is held at Steele Indian School Park (Memorial Hall), 300 East Indian School Road.
December 6, 2024	<b>Entry check-in &amp; staging</b> Entry check-in & staging (11 am-5 pm). Entries can arrive, check in and stage their entry at the designated location in the North Phoenix Baptist Church parking lot at Central Avenue & Bethany Home Road.
	<b>Entry judging</b> (6-8 pm) All float entries must be on site at North Phoenix Baptist Church, 5757 N. Central Avenue, and ready (lit) by 6:00 pm to be judged.
	<b>Driver, Entry Marshal &amp; Entry Spotter meeting</b> (5:00 pm) This is a <b>MANDATORY</b> meeting conducted by the Phoenix Police Department for all float or towing unit drivers to cover specific regulations. The meeting is held in the chapel at North Phoenix Baptist Church, 5757 N. Central Avenue.
December 7, 2024	<b>Entry check-in &amp; staging</b> (10 am-4 pm) Entries can arrive, check in and stage their entry at the designated location in the North Phoenix Baptist Church parking lot at Central Avenue & Bethany Home Road.
	<b>Parade Go Time</b> Entries should be lit up and ready to go at 6:40 pm. The staging manager will begin to move entries into formation at 6:50 pm. APS Electric Light Parade begins PROMPTLY at 7 pm.

## CONTACT INFORMATION

Event Email: [ELP@phoenix.gov](mailto:ELP@phoenix.gov)

Parade Lead: Bob Berlin / [bob.berlin@phoenix.gov](mailto:bob.berlin@phoenix.gov)

Entry Liaison: Dallan Bartleman / [Dallan.bartleman@phoenix.gov](mailto:Dallan.bartleman@phoenix.gov)

Destaging Lead: Paul Mangan / [paul.mangan@phoenix.gov](mailto:paul.mangan@phoenix.gov)

Northeast Division Office: 602-262-6696

## DISCLAIMERS

For Parks and Recreation:

This publication can be provided in an alternate format upon request. Call 602-262-6862 (voice) or 602-262-6713 (TTY). 602-534-3787 (FAX).

E-mail: [receptionist.PKS@phoenix.gov](mailto:receptionist.PKS@phoenix.gov)

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