



78th Annual Northeast Los Angeles

Christmas Parade

Sunday, December 3, 2023, at 1 p.m.

We are the city's second oldest annual Christmas Parade; it has become a great attraction for entertainers and audience alike! Our list of participants continues to grow offering more marching bands, drill teams, dancers, musicians, artists, stilt walkers, floats, equestrian units, celebrities, and community representatives.

This annual volunteer organized community parade is being presented and produced by the Highland Park Chamber of Commerce with collaboration from Los Angeles City Council District 14. The City of Los Angeles Department of Cultural Affairs, Northeast Los Angeles Police Department, Northeast Los Angeles Fire Department, LADOT, LA Sanitation and Metro.

The parade will proceed from North Figueroa Street and Avenue 60, southbound to Avenue 50.

Accessible by walking, riding your bike, ride sharing and the Metro Rail Gold Line.

Introducing visitors to the Northeast area's cultural and historic facilities and unique shopping experience.

Come out and bring the family for a day of fun and excitement. Welcome to Northeast Los Angeles!



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PARADE ENTRY FORM
ENROLLMENT DEADLINE NOVEMBER 20, 2023

Name of Entry Participant: _____

Contact Person: _____

Phone _____ **Fax** _____ **e-mail** _____

TITLE AND BRIEF DESCRIPTION FOR ANNOUNCER STATION (attach separate page if needed):

ENTRY CATEGORY (circle one)

School Band Drill Team Cheer Squad Flags Commercial Business Dancers Bicycles

Dignitary Service Veterans Animals Artist Other _____

Number of people in Entry: _____ Number of vehicles _____ **Include copy of insurance for vehicles**

We will use a: _____ car _____ truck _____ float _____ Other _____

Will your entry be accompanied by Music? Yes _____ No _____

ENTRY FEES: _____ Business or For-Profit Organization (**Fee \$50.00**)
_____ Non-profit Organization (**Fee waived with 501c (3) Letter of Determination**)
_____ School Group (**Entry Fee waived**)
_____ All Others **Fee \$25.00**

Please pay at PAYPAL: hpcoc90042@gmail.com or make check payable to: NELA Christmas Parade.
You may also drop off at: 1268 N. Avenue 50, LA, CA. 90042.
Contact: Yolanda Nogueira at email: yorkvillagegirl@gmail.com or Al Strange at 213.840.0117



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PARADE RELEASE WAIVER

I/We, the undersigned, hereby agree to hold harmless The Highland Park Chamber of Commerce and Los Angeles City all Departments and its agents for any accident and/or injury resulting from my/our participation in the 78th Northeast Los Angeles Christmas Parade.

I/We acknowledge that I/We have read the Parade Rules and Guidelines and agree to abide by said rules and guidelines in their entirety.

I/We understand and agree not to distribute anything (candy, confetti, flyers etc.) from my/our parade entry into the street or the crowds.

I/We understand that if I/We have misrepresented our entry in any way, it will be cause for removal from the parade.

Signature of Entry Representative

Date

Received by

Date



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PARADE RULES AND GUIDELINES

Date: Sunday, December 3, 2023

Time: 1p.m.

Starting: N. Figueroa & Avenue 60 Highland Park

PRIOR TO PARADE

- **Parade entries deadline is November 20 2023. Entries received after this date are not guaranteed placement in the parade.**
- All entries are required to decorate floats and dress in family friendly manner "Rated G".
- All entries must carry an identification banner.
- Entry committee must approve all parade entries.
- Entry categories are limited to space availability.
- Prior to the parade, staging information will be sent to all registered entries.
- Drill teams, Marching Bands, Cheer Squads etc. are limited to a two-minute program for judging and in designated areas only. Entries will be disqualified for non-compliance!

DAY OF PARADE

- Streets on the parade route will be closed from 12 noon to 5:00 p.m. on day of parade.
- **Check-in booth will open at 10:00 a.m. and close at 11:30 a.m. located at the Highland Park Recreation Center, 6150 Piedmont Avenue, Los Angeles, CA. 90042.**
- All entries must check in by 11:30 a.m. Only one person per group must check in.
- The NELA Christmas Parade will start promptly at 1p.m. All units must be in place, dressed in uniform/costume and prepared to move at 12:45PM
- The parade will start on Avenue 60 and finish at Sycamore Grove Park.
- There will be no stopping during or on parade route except where indicated prior to parade.
- No objects may be thrown or distributed from parade entry or participants.
- Good sportsmanlike conduct is required at all times. Group will be disqualified from parade day and future participation.

JUDGING

- Judging of entries will take place during the parade, at announcers' station.

AWARDS

- First, Second and Third place trophies will be awarded to outstanding entries.



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ADVERTISING

Business/Sponsor: _____

Contact: _____ **Phone** _____

Address: _____ **City** _____

Phone: _____ **Fax:** _____

E-mail: _____ @ _____

Holiday Angel _____ **\$300.** * Full page ad in Parade Program 8 x 5

* Recognition by Parade Announcers

Santa's Little Helper _____ **\$175.** * 1/2 page ad in Parade Program 4 x 5

Stocking Stuffer _____ **\$75.** * 1/4 page ad in Parade Program 2 X 5 or 4 X 2 1/2

All materials submitted become property of the Christmas parade.

Additional set-up or imprint charges will be billed at a rate of \$50/hr.

Complete & return this form along with your check & camera-ready advertisement/art to:

Al Strange at 213.840.0117 or email: yorkvillagegirl@gmail.com

NELA Christmas Parade: 1268 N. Avenue 50, Los Angeles, CA 90042

Advertisement DEADLINE – November 20, 2023 at 5pm



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OUR VOLUNTEERS MAKE THE DIFFERENCE! COME JOIN THE FUN!

Name: _____

Organization: _____

Address: _____

Phone: _____ E-mail: _____

WHAT WOULD YOU LIKE TO DO? *Please check all that apply*

DAY OF PARADE VOLUNTEER HELP

____ Program Distribution ____ Banner Carrier ____ Parade Escorts ____ Decorations

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