



# City of Rialto

California

Happy Holidays!

The City of Rialto cordially invites you to participate in our annual Holiday Festival & Parade on Saturday, December 2, 2023, at 5:30 pm. Join us in spreading joy throughout the community this holiday season!

The Holiday Vendor Fair provides organizations the opportunity to market their services to all event attendees. We anticipate an attendance upwards of 5,000 people.

If you are interested in participating in the Rialto Holiday Festival & Parade, please complete the enclosed City of Rialto Holiday Parade Application by Friday, November 17, 2023, at 6:00 pm. Entries are limited, and applications are accepted on a first come, first serve basis.

Please let us know if you would also like to participate in the Holiday Vendor Fair or show your support by volunteering or sponsoring the event.

If you have any questions, please contact us at (909)-421-4949. Office hours open Monday through Friday from 7:00 pm to 6:00 pm. Thank you for your participation.

With appreciation,

*Jessica Perez*

Jessica Perez  
Parks, Recreation & Community Services  
City of Rialto



# Rialto Holiday Festival & Parade

## Saturday, December 2, 2023



### General Information

The following is general information for participating in the City of Rialto Holiday Parade. The event is open to any community organization, school, or business. **This year's Holiday parade is a nighttime parade, and we encourage you to decorate your group vehicle or floats with lights and decorations.**

### Deadline for parade application is Friday, November 17, 2023, by 6 pm.

- Judged categories include parade floats, marching bands and walking group.
- Float contest winners will be announced immediately following the parade. A representative from each participating group must be present at the awards ceremony.
- Check-in, staging and parade route information will be provided upon approval of your application.
- The Parade will begin at Rialto Ave. and Willow Ave.
- All individuals/groups wishing to ride in a vehicle must secure their own vehicle and provide their own signs. Vehicle signs will NOT be provided.
- Vehicle Entries: Due to parade length all entries are limited to a maximum of 3 vehicles per entry.
- We are concerned about the safety of all viewers on the parade route. Throwing items from vehicles or by parade participants is **PROHIBITED**. However, you may distribute items by walking along the parade Route with your entry and handing them to the public but must keep up with the parade traffic flow.
- The parade route is approximately 1 mile.
- The parade may be cancelled due to rain or heavy winds. In the event this occurs, the contact for the entry will be notified by phone and email prior to the start of the holiday parade. It is the contact's responsibility to notify all participants in their group.
- Check-in is from 2:00 pm-4:00 pm. Please check-in so you can be properly placed in the parade line-up.
- **Failure to arrive and check in during designated check in time will result in forfeiture of parade participation.**  
**\*NO EXCEPTIONS\***

### Registration Information

Complete and submit the **City of Rialto Holiday Parade Application** no later than **Friday, November 17, 2023, by 6:00 pm**

#### Return it to:

Parks, Recreation & Community Services  
Attention: Salina Gonzales  
214 N. Palm Ave  
Rialto, CA 92376

#### OR EMAIL

[sgonzales@rialtoca.gov](mailto:sgonzales@rialtoca.gov)  
Phone: 909-820-8037

### Parade Day Information

Check-in: **2:00 pm-4:00 pm**

Parade Start Time: **5:30 pm**

Deadline: **Friday, November 17, 2023, by 6:00 pm**

**There is NO fee to enter the City of Rialto Holiday Festival & Parade.**



# Rialto Holiday Festival & Parade Saturday, December 2, 2023 Parade Application



**PLEASE PRINT OR TYPE LEGIBLY**

**BUSINESS/ORGANIZATION:** \_\_\_\_\_ **PRIMARY CONTACT:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **ALT. PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PREFERRED:**  Email  Phone

**SECONDARY CONTACT:** \_\_\_\_\_ **CELL:** \_\_\_\_\_

**ENTRY LENGTH (ft.)** \_\_\_\_\_

Please check all appropriate classification(s) for your entry and provide a brief description

**Walking Group (Dance, Cheer, Clubs, etc.):** \_\_\_\_\_ **Number of participants:** \_\_\_\_\_

**Estimated entry length in ft (for prestaging purposes):** \_\_\_\_\_

- No, we will not be competing for an award. We are participating to get into the holiday spirit.**
- Yes, we would like to compete for an award and will have at least one person at the awards ceremony.**

**Vehicle: (type of vehicle)** \_\_\_\_\_ **Number of participants:** \_\_\_\_\_

**Estimated entry length in ft (for prestaging purposes):** \_\_\_\_\_

**Marching Band:** \_\_\_\_\_ **Number of participants:** \_\_\_\_\_

**Estimated entry length in ft (for prestaging purposes):** \_\_\_\_\_

- No, we will not be competing for an award. We are participating to get into the holiday spirit.**
- Yes, we would like to compete for an award and will have at least one person at the awards ceremony.**

**Float: (type of float)** \_\_\_\_\_ **Number of participants:** \_\_\_\_\_

**Estimated entry length in ft (for prestaging purposes):** \_\_\_\_\_

- No, we will not be competing for an award. We are participating to get into the holiday spirit.**
- Yes, we would like to compete for an award and will have at least one person at the awards ceremony.**

**Equestrian:** \_\_\_\_\_ **Number of participants:** \_\_\_\_\_

**Estimated entry length in ft (for prestaging purposes):** \_\_\_\_\_

- **Will your organization be hosting a booth at the Holiday Vendor Fair?**  YES  NO
- **Would you like more information about sponsoring the Holiday Parade?**  YES  NO

**APPLICATIONS SUBMITTED WITHOUT A SCRIPT WILL NOT BE ACCEPTED. COMPLETE THE PARADE APPLICATION SCRIPT ON THE FOLLOWING PAGE PRIOR TO SUBMITTING AN APPLICATION.**

To be completed by the applicant.

I \_\_\_\_\_, as consideration for my entry in the 2023 City of Rialto Holiday Festival & Parade do release discharge and forever hold harmless the City of Rialto, their members or agents, and the owners or managers or the locations where any part of this parade is held, from all manner of actions, cause of action, suits, proceedings, damages, claims and demands whatsoever in law or equity from acts negligently, intentionally or criminally committed, which I have or may have, or which my heirs, executors or administrators can, shall or may have reason, matter or cause which so ever from this day forward. I have read this agreement and application for and know and understand the contents thereof and agree to its terms.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE



# Rialto Holiday Festival & Parade Saturday, December 2, 2023 Parade Application Script



## **APPLICATIONS SUBMITTED WITHOUT A SCRIPT WILL NOT BE ACCEPTED!**

Please provide a legible and complete description of the represented organization or a message to the community on behalf of the organization for the parade script. The script will be read directly from the information you provide, no more than 75 words will be accepted. Thank you in advance for your cooperation!

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