



## 2027 Dates

Parade: Fri. Feb. 26, 2027  
Deadline: Fri. Jan. 29, 2026  
Parade Number Pick Up: Mon. Feb. 22, 2027

## Parade Time

7:00 P.M.

# Illuminated Parade Invitation

### Dear Amigos,

It's celebration time! Charro Days, Inc. invites you and your organization to participate in this year's Charro Days Fiesta Parades. We are proud to continue our time-honored tradition of celebrating our border communities and the spirit of friendship that unites them.

This year's **Illuminated Parade** will take place on **Friday, February 26, 2027, at 7:00 P.M.**

We look forward to celebrating with our community and hope you'll join us in making this year's Charro Days Fiesta truly memorable. Let's honor this cherished tradition together!

### Entrant Information:

- Entry Form Location and Submission Policy
  - Entry forms are located at [www.charrodaysfiesta.com](http://www.charrodaysfiesta.com) or at CHARRO DAYS, INC., 455 E. Elizabeth Street, Brownsville, Texas 78520.
  - **No applications will be accepted via email.**
- Price (non-refundable)
  - **Organizations** are charged a **\$400.00** entry fee per parade. **If participating in both parades**, a discounted fee of **\$600.00** will be charged. Please submit payment of cash, credit card, or check made payable to CHARRO DAYS, INC. with completed entry.
  - **Non-profit organizations** (with an official proof of status) are charged a **\$300.00** entry fee per parade. Please submit payment of cash or check made payable to CHARRO DAYS, INC. **If participating in both parades**, a discounted fee of **\$400.00** will be charged.
  - **Political entries** are charged a **\$500.00** fee per parade. **A car entry will ONLY participate in the Color Guard Parade at 12:30 P.M. on Saturday, February 27, 2027, while a float entry allows participation in the Grand International Parade and the Illuminated Parade, for a total of \$1,000.00.**
  - **School** student bands, accompanying cheerleaders and drill teams, will **not be charged a fee. (Cheerleaders and dance teams may not participate without a band.)**
- Critical Deadline Information
  - **Entry deadline is Friday, January 29, 2027, by 4:00 P.M.**
  - Late entries received after the entry deadline will be charged a **\$100.00 late fee** and will be placed at the end of the parade line-up.
    - A **late fee is also applicable** to non-profit organizations.
    - No entries will be accepted after **Friday, February 5, 2027 (NO EXCEPTIONS)**.
- Parade Day Guidelines
  - Political advertising (signs, brochures, etc.) **is not allowed**.
  - Bands and accompanying cheerleaders, and drill teams will be assembled at Sams Memorial Stadium.
  - Assembly will be on Central Blvd. to W. Elizabeth and Jefferson St. to Villa Maria Blvd.
  - **Assembly report time is 2 hours before parade** time for the float and all equipment.
  - **Float personnel may arrive one hour before the parade.** Parade time and preparation involve standing and being outside. Small children and adults may find this to be extremely tiring. Please plan accordingly.
- Parade Number Pick Up
  - The assigned parade entry number will be available for **pick up ONLY at Charro Days Headquarters starting on Monday, February 22, 2027.** Office hours are from 9:00 A.M. - 4:00 P.M.

To reiterate, all applications must be submitted in person by Friday, January 29, 2027, at 4:00 P.M., as email submissions will not be accepted. Parade entry numbers will be available for pickup at the Charro Days Headquarters starting Monday, February 22, 2027. We appreciate your participation and look forward to receiving your entry!

Sincerely,  
Henry LeVrier  
Charro Days Inc. - President

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## Illuminated Parade Rules

1. Applications **must be turned in** to the Charro Days Fiesta office **on or before Friday, January 29, 2027.**
  - **Applications will not be accepted via email.**
2. **Car and motorcycle clubs are limited to participating in the Color Guard Parade** on Saturday, February 27, 2027, at 12:30 p.m. They will follow the ROTC units and may **include up to six vehicles per entry.**
3. **Walking entrants are permitted to participate only in the Color Guard Parade** on Saturday, February 27, 2027, at 12:30 p.m., following the ROTC units. They are limited to 20 participants per entry, and any group exceeding this limit must submit an additional entry form and fee for each group of 20.
  - The 20 participant limit restriction does not apply to school bands, drill teams, or cheer teams, as they may participate in the Grand International Parade and Illuminated Parade when accompanying their school band.
  - Participants must be **at least 7 years old** to walk in the Color Guard Parade; anyone younger must ride on a float as a separate entry for both the Illuminated and Grand International Parade.
4. The Parade Committee must approve all entries, subject to all rules and regulations. All entries shall be in good taste and shall, in the opinion of the Parade Committee, add beauty or interest from the public point of view.
5. **Only approved vehicles** by Charro Days, Inc. **will be allowed** in the parade (i.e., vehicles towing a float).
6. Charro Days theme and lights must be observed for all entries (floats, vehicles, etc.) walkers, etc. Your cooperation is greatly appreciated.
7. Entries must keep the places assigned to them by the Parade Chairman or designee. While on the parade route, float participants are not allowed to leave the float. (ONLY 3 walkers allowed alongside each side of the float.)
8. Assigned **entry numbers must be taped** to the inside of the vehicle's windshield under the rear view mirror **prior to entering** the checkpoint of the parade holding area (**Mandatory/ NO EXCEPTIONS**).
  - **Entry numbers will only be available starting Monday, February 22, 2027.**
9. All entrants shall report to a Parade Representative no less than 2 hours before parade time (5:00 P.M.).
  - Entries must be parade-ready (have sound system, generators, decorations, etc.) before entering the parade holding area.
  - Holding area entrance is from Central Blvd. onto W. Elizabeth all the way to 2nd street. The parade route will go east on Elizabeth Street to the International Bridge and the Jacob Brown Memorial Civic Center area.

## Illuminated Parade Regulations

1. The following **may NOT be distributed** or carried on a vehicle, float by any parade entry participant:
  - flowers, candies, samples, objects, pamphlets, etc.;
  - political signs, bumper stickers, or any other political paraphernalia.
2. Sound Systems:
  - Must be restricted to music only, no talking, and must comply with the Charro Days theme;
  - Maintained at a reasonable level to avoid distraction and will be monitored.
3. Safety:
  - Participants are not allowed to ride in vehicles with tailgates open or on the hood of the vehicle;
  - **Driver's license, vehicle insurance, safety chains, and fire extinguishers are required for all trailers and vehicles. Be advised that these items will be checked on the day of the parade at the staging area.** Semi-trailers, high-profile vehicles, non-skirted floats, funny cars, and motor coaches will not be allowed to participate.

*IMPORTANT: The Charro Days Committee may, at any time, make a reasonable determination that an entry may pose an unacceptable risk of disruption to the parade. All entrants not complying with the rules and regulations shall be subject to expulsion from the parade by the Police Department and/or the Charro Days Committee Representative.*



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## Illuminated Parade Application

**Please complete the following information regarding your parade entry:**

Name of Organization/School: \_\_\_\_\_

**Designated Contact Person:**

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alternate Phone Number (If Applicable): \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

(Include City/State)

**Select Entry Type:** (If your entry includes more than one float, please submit an additional application. Each application receives its own parade number, which is required for all floats to enter the parade route. Without a parade number, entry will not be permitted.)

1. **Political Entries must select 'Political Entry' and choose Float; A Vehicle only permits entry in Color Guard Parade.**

**Reminder: Cheer/Drill Teams may only participate with school band; must perform in continuous forward motion; no stopping.**

- Band  Cheer Team  Drill Team  Float - (Length in Feet): \_\_\_\_\_  Political Entry
- Other: \_\_\_\_\_

**Music Details:**

Will there be music accompanying the entry?  Yes  No

Type of Music Used:  Live  Recorded  Provided by the School Band

### Release and Consent

The participant hereby grants full permission to use any photographs, videotapes, motion pictures, recordings, or any record of this event. I have received, read, and agreed to comply with ALL the rules and regulations that govern our participation. I understand that violation of these rules will forfeit our participation. I agree to indemnify and hold harmless Charro Days, Inc., City of Brownsville, volunteers, staff, employees, and all persons from any and all claims or causes of any kind whatsoever which may arise thereafter, attributable to, involving, arising out of, or in any manner resulting from participation in the Illuminated Parade. **The entry fee to the Illuminated Parade is non-refundable (NO EXCEPTIONS). Please confirm with Charro Days (956-542-4245) that your application was accepted and approved.**

**Note: All applications are reviewed before acceptance. Charro Days, Inc. reserves the right to screen and potentially reject any application/entry.**

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**All applications must be completed legibly and in full. They are due Friday, January 29, 2027, and email submissions will not be accepted. Parade numbers may be picked up on Monday, February 22, 2027, by the person(s) specifically listed above.**

I have read the packet and understand all rules and regulations, and I agree to comply with them.

Please initial here: \_\_\_\_\_

For office use only:	
Date received (application & payment): _____	Initials: _____
Application approval date: _____	Initials: _____



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### Illuminated Parade Announcer's Script

Please complete the following information regarding your parade entry:  
Please provide complete details for the Master of Ceremonies and Media. The script will be used as a guide for your group's presentation and may or may not be used verbatim. Failure to provide this form may result in the entry not being recognized by the emcee at the Charro Days, Inc. bandstand. Thank you for your assistance!

Name of Business/Organization: \_\_\_\_\_

Describe your float/group and what they will be performing: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Title of song used for performance (if applicable): \_\_\_\_\_

Awards, Recognition, and Accolades: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Number of years participating in this Parade: \_\_\_\_\_

### Names to Announce

**Name:**

**Title:**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Please attach the completed Announcer's Script to the Application Form. If not possible now, please submit this form before receiving your entry number, *Monday, February 22, 2027*. Thank You!

For office use only:	
Date received (application & payment): _____	Initials: _____
Application approval date: _____	Initials: _____