

**2024 Dates**  
Parade - Sat. Dec. 7, 2024  
Deadline: Fri. Nov. 8, 2024



**Parade Time**  
**7:00 p.m.**

*The parade will be rescheduled only once in case of inclement weather for the following Saturday: Dec. 14, 2024*



## Brownsville Christmas Parade Invitation

**Dear Amigos,**

Believe it or not, the holidays are right around the corner! Charro Days, Inc. invites you or your organization to enter this year's Brownsville Christmas Parade. The Brownsville Christmas Parade kicks-off the Christmas lighting season. All parade entries are required to be decorated with lights in the spirit of Christmas! This year's parade is scheduled for:

**Saturday, December 7, 2024 at 7:00 P.M!** We are excited for participation from the Brownsville community! Let's celebrate the holidays together.

**Entrant information:**

- Entry deadline is Friday, November 8, 2024, by 5:00 P.M.
- Entry forms are located at [www.charrodaysfiesta.com](http://www.charrodaysfiesta.com) or at CHARRO DAYS, INC., 455 E. Elizabeth Street, Brownsville, Texas 78520.
- There is a **\$200.00** non-refundable entry fee and a **\$500.00** non-refundable entry fee for each political entry (walking is not allowed). Please submit payment of cash, check made payable to CHARRO DAYS, INC. with completed entry form.  
**No applications will be accepted via email.**
- Non-profit organizations (with an official proof of status), school student groups, bands and accompanying cheerleaders, and dance teams will not be charged a fee.
- Political advertising (signs, brochures, etc.) **are not** allowed.
- Bands and accompanying cheerleaders, and drill teams will be assembled at Sams Memorial Stadium.
- Late entries received after the entry deadline will be charged a **\$75.00** late fee and will be placed at the end of the parade line up.
- No entries will be accepted after **Friday, November 15, 2024 (NO EXCEPTIONS)**.
- A late fee is also applicable to non-profit organizations.
- 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 float and all equipment.
- Float personnel may arrive one hour before the parade. Parade time and preparation involves standing and being outside. Small children and adults may find this to be extremely tiring. Please plan accordingly.
- **Please do not have anyone dressed as Santa Claus on your float or vehicle, etc.** Your cooperation is greatly appreciated.
- Assigned parade entry number will be available for pick up **ONLY** at Charro Days Headquarters starting on December 2, 2024, through December 6, 2024. Office hours are from 9:00 A.M. – 5:00 P.M.

We look forward to receiving your entry and your participation in this year's event. **As always, Charro Days Inc. will have the ONLY Santa Claus in the parade!**

Sincerely,  
Henry LeVrier  
Charro Days Inc. – President



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## Brownsville Christmas Parade Application

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

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

Contact Name: (Printed): \_\_\_\_\_

Contact Phone (Day): \_\_\_\_\_ (Evening): \_\_\_\_\_

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

Contact Street Address: \_\_\_\_\_  
(Include City/State)

☐ Drill Team ☐ Band ☐ Political Entry ☐ Float Name/ Length of Entry: \_\_\_\_\_

☐ Walkers ☐ Other: \_\_\_\_\_

☐ Music: ☐ Yes ☐ No ☐ Live or ☐ Recorded

List Name of Song(s) Selection: \_\_\_\_\_

**THERE WILL BE NO STOPPING TO PERFORM DURING THE PARADE. ALL DANCING MUST BE IN A CONTINUOUS FORWARD MOVEMENT.**

### 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 Brownsville Christmas Parade. **The entry fee to the Brownsville Christmas 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 prior to acceptance. Charro Days, Inc. reserves the right to screen and potentially reject any application/entry.**

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

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

Brief Description of Entry: (Please see attached "Announcer's Script" / Must be completed and returned with entry form.)

Political advertising (signs, brochures, etc.) are not allowed. All applications must be filled out completely and legibly.

**No applications will be accepted via email.**

**I have read the Rules and Regulations and will comply by them. Please initial here: \_\_\_\_\_**

#### For Office Use Only:

Date Application with Money Received: \_\_\_\_\_ Initials: \_\_\_\_\_

Date Application Approved: \_\_\_\_\_ Initials: \_\_\_\_\_



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## Brownsville Christmas Parade Rules

1. 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.
2. Holiday theme and lights must be observed for all entries (floats, vehicles, etc.). **Charro Days, Inc. will provide for the Only Santa Claus in the parade.** Please do not have anyone dressed as Santa Claus on your float, vehicle or accompanied walkers, etc. **Your cooperation is greatly appreciated.**
3. Applications must be turned in to the Charro Days Fiesta office on or before **Friday, November 8, 2024. Applications will not be accepted via email.**
4. Entries must keep places assigned to them by the Parade Chairman or designee. While in parade route, float participants are not allowed to leave the float. (ONLY 3 walkers allowed alongside each side of float.)
5. Assigned entry numbers must be **taped** to the inside of the vehicle's windshield under the rear view mirror **prior** to entering checkpoint of the parade holding area (Mandatory/ **NO EXCEPTIONS**). **Entry numbers will only be available from Monday, December 2, 2024, through Friday, December 6, 2024.**
6. Only **approved vehicles** by Charro Days, Inc. will be allowed in parade (i.e. vehicles towing a float).
7. Car/Motorcycle clubs are restricted to 6 vehicles per entry.
8. Walking entrants (non-profit or otherwise) are limited to 20 people per entry. Exceeding the 20 entrant limit will require a fee and separate entry form for each group of 20 members.
9. All entrants shall report to a Parade Representative no less than 2 (5:00 P.M.) hours before parade time.
10. Entries must be parade ready (have sound system, generators, decorations, etc.) **prior** to 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.

## Christmas Parade Regulations

1. The following may **NOT** be distributed or carried on 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 Christmas/holiday theme;
  - Maintained at a reasonable level so as not to distract 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 day of 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 Charro Days Committee Representative.*



## 2024 Christmas Parade Date

Saturday, Dec. 7, 2024



## Saturday Parade Time

7:00 p.m.

*The parade will be rescheduled only once in case of inclement weather for the following Saturday, Dec. 14, 2024*

# Brownsville Christmas Parade Vendor Guidelines

### Dear Vendors,

Plans for the 2024 Brownsville Christmas Parade are underway. The date for the 2024 parade is **Saturday, December 7, 2024**. We are offering vendors the opportunity to place their individual stand(s) around our Grandstand/Concession area located next to the Charro Days Inc. Headquarters at 455 E. Elizabeth St., Brownsville, Texas. Primary activity at this location is the Brownsville Christmas Parade which draws thousands of spectators annually. In addition to the Grandstand activities, we also have several sets of bleachers that are available for rent to the parade viewers. Here are some specifics regarding the parade:

### HOURS OF OPERATION:

**Saturday, December 7, 2024:**

**"Christmas Parade" @ 7:00 PM**

Activities begin approximately around 5:45 PM

**SPACE:** Each space is approximately 8' X 8'. Spaces will be marked for each vendor. Any special space request must be made and approved prior to the event. The Concession Committee will create and assign all space assignments.

**ELECTRICAL:** Electricity is available (110V & 220V) and vendors will be responsible for their own commercial grade electrical connection cord (approximately 100 ft. long). All connections must be placed out of harm's way for pedestrians and all Charro Days Parade attendees.

**COST:** The space rental charge for 2024 will be **\$100.00** for each location.

**PARKING:** It is the responsibility of each vendor to secure vehicle parking. Vehicles will not be allowed to park in the Concession area around Charro Days Inc. Headquarters. No exceptions.

### GUIDELINES:

- It is the responsibility of each vendor to comply with any and all regulations established by the City of Brownsville in the construction (if applicable) and operation of their respective stands.
- For information regarding obtaining health permits, please contact the City of Brownsville, Public Health Department at (956)542-3437 or go by 1034 E. Levee (City Plaza) 2nd floor. For information on obtaining Fire Permits, please contact the Fire Marshal's office at (956) 548-6075.
- Concession set up will be allowed starting 9:00 a.m. Saturday, December 7, 2024. Vendor must be set up no later than 3 p.m. Tear down is immediately after the parade. Charro Days Inc. will not be responsible for the loss of any items throughout the event; however, in order to assist the vendors, a security guard will be stationed at the site on Friday night ONLY. All vehicles associated with vendors must be off the premises. Charro Days Inc. personnel must have room to move floats off of the premises for the parade.
- All stands, including equipment, must be removed from the site immediately after the parade. If the vendor does not remove the property, the property will be removed by Charro Days Inc. and will not be returned to the vendor. The Charro Days Inc. Committee may at any time, make a reasonable determination that a vendor may pose an unacceptable risk of disruption to the festival/parade. Vendors not complying with contract agreement shall be subject to expulsion from the premises by the police department and/or Charro Days Inc. Committee Representative.
- All items offered for sale will be subject to review and approval prior to the event to offer a variety of sellable items. All vendors must list in writing the items they wish to sell in the application attached.


Applications for space are currently being accepted at the Charro Days Inc. office located on 455 E. Elizabeth St. Applications will be on a first come first choice basis. A limited number of vendors will be accepted. Please call the office, (956) 542-4245 for availability of space and food being offered.

Sincerely,  
Henry LeVrier  
Charro Days Inc. - President



2024 Brownsville  
Christmas Parade  
Sat. Dec. 7, 2024



  
7:00 P.M.



# Brownsville Christmas Parade Vendor Information

Name of Organization: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Date of Application: \_\_\_\_\_  
Signature: \_\_\_\_\_

## Type of Concession

Please list items and price for sale below:

**Item/Food:** **Price Per Item**






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# Brownsville Christmas Parade Announcer's Script

Please complete the following information regarding your parade entry:

Please provide complete information 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 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:**

**Name:**

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

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

*Please attach the typed Announcer's Script to the Application Form. If not possible now, please submit this form before receiving your entry number, Monday, December 2, 2024, through Friday, December 6, 2024. Thank You!*

**For Office Use Only:**

Date Application with Money Received: \_\_\_\_\_ Initials: \_\_\_\_\_

Date Application Approved: \_\_\_\_\_ Initials: \_\_\_\_\_

