

2026 Dates

Parade: Sat. Dec. 5, 2026

Deadline: Fri. Nov. 6, 2026

Parade Number Pick Up: Mon. Nov. 30, 2026



Parade Time

7:00 P.M.

The parade will be rescheduled only once in case of inclement weather for the following Saturday: Dec. 12, 2026



Brownsville Christmas Parade Invitation

Dear Amigos,

Believe it or not, the holiday season is just around the corner! Charro Days, Inc. is delighted to invite you and your organization to participate in this year's Brownsville Christmas Parade. This festive event officially kicks off the Christmas lighting season, and all parade entries are encouraged to shine bright with beautiful holiday lights in the true spirit of Christmas.

This year's parade will take place **on Saturday, December 5, 2026, at 7:00 P.M.**

We look forward to celebrating with our Brownsville community and hope you'll join us in making this holiday season magical. Let's welcome Christmas together!

Entrant Information:

- Entry Form Location and Submission Policy
 - Entry forms are located at www.charrodaysfiesta.com or at CHARRO DAYS, INC., 455 E. Elizabeth Street, Brownsville, Texas 78520.
 - **No applications will be accepted via email.**
- Price
 - 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 the completed entry form.
 - 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.
- Critical Deadline Information
 - **Entry deadline is Friday, November 6, 2026, by 4:00 P.M.**
 - 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.
 - **A late fee is also applicable** to non-profit organizations.
 - No entries will be accepted after **Friday, November 13, 2026** (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.
 - **Please do not have anyone dressed as Santa Claus on your float or vehicle, etc.** Your cooperation is greatly appreciated.
- Parade Number Pick Up
 - The assigned parade entry number will be available for **pick up ONLY at Charro Days Headquarters starting on November 30, 2026, through December 4, 2026**. Office hours are from 9:00 A.M. - 4:00 P.M.

To reiterate, all applications must be submitted in person by Friday, November 6, 2026, 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 from November 30 through December 4, 2026. We appreciate your participation and look forward to receiving your entry—please note that Charro Days Inc. will provide the parade's one and only official Santa!

Sincerely,
Henry LeVrier
Charro Days Inc. - President

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Brownsville Christmas Parade Rules

1. Applications **must be turned in** to the Charro Days Fiesta office **on or before Friday, November 7, 2025.**
 - Applications **will not be accepted via email.**
2. 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.
3. **Only approved vehicles** by Charro Days, Inc. **will be allowed** in the parade (i.e., vehicles towing a float).
4. 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 accompanying walkers, etc. Your cooperation is greatly appreciated.
5. 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.)
6. 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 from November 30, 2026, through December 4, 2026**
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 a separate entry form for each group of 20 members.
 - Participants must be **at least 7 years old** to walk in the parade; anyone younger must ride on a float as a separate entry.
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.

Christmas 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 Christmas/holiday 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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Brownsville Christmas Parade Application

Please complete the following information regarding your parade entry:

Name of Organization/School: _____

Brief Description of Entry (See attached Announcer's Script; must be completed and returned with this form): _____

Designated Contact Person:

Name (Printed) – Will Serve as Parade Number Pick-Up Person: _____

Alternate Pick-Up Person (If Applicable): _____

Phone Number: _____ Alternate Phone Number (If Applicable): _____

Email Address: _____

Street Address: _____
(Include City/State)

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

1. Participants must be 7 years of age or older for Band, Cheer Team, Drill Team, and Walker entries.
2. If a vehicle will accompany your Band, Cheer Team, Drill Team, or Walker entry, please check both your entry type and the "Vehicle" box below.

Band - Participants: _____ Cheer Team - Participants: _____ Drill Team - Participants: _____

Float - (Length in Feet): _____ Vehicle Walkers - Participants: _____ 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

(By selecting the "provided by the school band" option, you agree that your entry will share the band's number—including any other entries using the band's music—and will be placed directly behind them in the parade lineup.)

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 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, November 6, 2026, and email submissions will not be accepted. Parade numbers may be picked up on Monday, November 30, 2026, 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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Brownsville Christmas 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:

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, November 30, 2026, through Friday, December 4, 2026. Thank You!

For office use only:

Date received (application & payment): _____ Initials: _____
Application approval date: _____ Initials: _____