

The **Junior League of Greater Lakeland**with the **City of Lakeland**

*Presents*

“**MERRY & BRIGHT**”

**Parade Date**: December 3, 2020 at 7:00 PM

**Deadline for Applications**: September 11, 2020

Dear Applicants,

The Junior League of Greater Lakeland and the City of Lakeland are proud to host the **40th Annual Lakeland Christmas Parade**. Thank you for your enthusiasm to participate in this important community holiday event.

The theme of this year’s parade is **“Merry & Bright”.** This theme was inspired by our optimism and hope for the future. After a difficult start to the 2020 year for our city as well as our country, we look forward to the membership of our outstanding community coming together to unite as one and work toward a new season which will be Merry & Bright. Amazing things can happen when we come together through hardship to support and encourage one another.

We encourage each parade participant to showcase their creativity by decorating their float in a way that exudes “Merry & Bright”. We are looking to see floats showcasing holiday cheer as well as brightness through dramatic displays of colors, lights (large and small), music, etc. In true holiday spirit, we ask that you enhance the display on your float with festive cheer; it is Christmas after all! The brighter, the better!

Please review the information contained within carefully as all floats are accepted for participation based on the compliance with the provided rules, completion of the application in full, and on the basis of the unit’s quality and contribution to the parade. Awards will be presented to outstanding participants at the Lakeland City Commission meeting in December.

We look forward to providing our community with another wonderful Christmas Parade. Thank you for your participation.

Yours truly,

**Hannah George & Nicole Minott**   **Jessica Brown**  
*Christmas Parade Co - Chairs President*

Junior League of Greater Lakeland Junior League of Greater Lakeland



*The Junior League of Greater Lakeland is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. The Junior League is exclusively educational and charitable.*

**Instructions**

**Step 1: Download and Complete APPLICATION and MEDIA FORM with script.**   
Note: Please type your responses and save as a Word Document.

1. **APPLICATION:**
2. Applications must be completed in FULL and submitted prior to the deadline. If a submitted application is not completed in full and/or is submitted after the deadline, it will not be considered. All applications will be given equal consideration. Please be sure to review the official rules.
3. Submission of a timely application, a complete application and/or prior parade participation does NOT guarantee your spot in the parade.
4. **MEDIA FORM WITH SCRIPT:**

Please be sure the Media Form and Script are completed in FULL, including a script at the time of submission. Applications will not be accepted without a script.

**Step 2:** **Email Submission.**   
Send the Application and Media Form with Script as a Word Document to [ChristmasParade@JLGL.org](mailto:ChristmasParade@JLGL.org).

**Step 3:** **Payment & Signed Application.** (Please select one (1) option for payment)  
\_\_\_\_\_\_\_\_ Mail a Check or Money Order made out to the **City of Lakeland** in the amount of $35 with a copy of your **PRINTED** and **SIGNED** application to JLGL, PO Box 8797, Lakeland, FL 33806-8979.

\_\_\_\_\_\_\_\_ Online Payment – Online payments will be available on the [www.jlgl.org](http://www.jlgl.org) website no later than Friday, June 12, 2020. Once you have submitted your payment online, please either mail in or e-mail in your application for approval to [christmasparade@jlgl.org](mailto:christmasparade@jlgl.org). Please note that any applications which do not meet the requirements for participation, if not entered into the parade, will have their entry fees refunded to them at the earliest convenience of the online payment platform.

Please note the following:

1. Public Officials and Marching Bands are exempt from the application fee. However, they must complete the Application and Media Form with Script.
2. All checks will be cashed upon receipt. Cashing of a check is not an indication of acceptance in the parade. However, if your application is not accepted, you will receive a refund.

You will receive an email confirming your acceptance or a mailed letter to notify of your rejection by October 09, 2020.

1. **APPLICATION**

**Submission Deadline: September 11, 2020**

**General Applicant Information**

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

Organization’s Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization’s Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are You a New Applicant? *(circle)* YES or NO   
How many years has your organization participated in the parade? \_\_\_\_\_\_\_\_\_ years

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

Contact Email: *(for acceptance email)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cell Phone Number: *(to be used on parade day)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of Parade Unit Applying: *(select one and complete corresponding section of the application)*

* A. Regular Float (NOT PROFESSIONAL, page 4)
* B. Professional Float (page 5)
* C. Marching Band (page 6)
* D. Car (**Reserved for Public Officials only**, page 6)
* E. Other (Describe, page 6)

ALL APPLICANTS, please read official rules and descriptions of unit types and decorating guidelines.

If you have any questions or concerns, please email [ChristmasParade@JLGL.org](mailto:ChristmasParade@JLGL.org).

The applicant agrees to indemnify and save harmless the City of Lakeland, the Junior League of Greater Lakeland, Florida, Inc., their agents and employees from and against all claims, demands, losses and damages of any kind or description resulting from injury to persons, or death or property damages arising from applicant participation in the Junior League / City of Lakeland Christmas Parade.

**(PLEASE SIGN BELOW ON PRINTED COPY ONLY)**

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**Applicant’s Signature Date**

1. **Regular Float Application**(Not Professional)

Please refer to Official Rules and Information as your plan your float.

1. **Please describe your theme:** *(Floats following the “Merry & Bright”’ theme will be given preference)*

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1. **Dimensions:**

Float: Height \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Length \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Towing Vehicle: Height \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Length \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Visible Construction:** *(What will be on your float?)*

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1. **Required Lighting:**

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1. **Music:** *(Please indicate whether the music will be live or recorded.)*

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1. **Number of Participants on Float:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Number of Walkers:** *(See Official Rules for Limits)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **Towing Vehicle:** *(mark only one with an X)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Car \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Truck \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Jeep   
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Other *(please describe)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Animals**: *(See Official Rules for Limits)*

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**B. Professional Float Application**

Float Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Float Company Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Float Company Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*For your convenience, we have listed the following float company that organizations have used in the past:*

**Festive Floats of Florida**Contact: Chick or Bruce Adams  
Phone: (813) 879-2878  
Email: FestiveFloats@EarthLink.Net  
2102 Orient Road, Tampa, Florida 33619

[www.FestiveFloats.com](http://www.FestiveFloats.com) *(picture gallery available)*

Please complete in detail the following section as it pertains to the unit for which you are applying.

Please refer to Official Rules and Information as your plan your float.

1. **Please describe your theme:** *(Floats following the “Merry & Bright” theme will be given preference)*

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

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1. **Visible Construction:** *(What will be on your float?)*

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1. **Music:** *(Please indicate whether the music will be live or recorded.)*

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1. **Number of Participants on Float:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Number of Walkers:** *(See Official Rules for Limits)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **Animals**: *(See Official Rules for Limits)*

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**Marching Band, Public Officials in Cars, & Other**

**C. Marching Band**

Name of Band:

Point of Contact:

Approximate number of participants marching:

Approximate number of other participants:

Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**D. Public Officials in Cars***(reserved for public officials only)*

Make of Car:

Model of Car:

Organization / Person Being Represented:

**E. Other**

Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **MEDIA FORM WITH SCRIPT**
2. **Participant’s Mandatory Unit Description Script:** It is mandatory that ALL participants provide a ***30-second written******script*** describing their entry in the 40th annual Lakeland Christmas Parade.
3. **Submission Deadline:** The script must be submitted with your application.
4. **Free 30-second Commercial:** The script that you write is your *free* 30-second commercial about your organization or group to be announced to the entire Polk County viewing audience. The Parade will be broadcast throughout the month of December so be sure your script tells a good story!
5. **Key Talking Points:** The co-host announcers will read as much of your script as time allows. Thus, your opening 3-4 sentences need to be clear and entertaining for the viewing audience.   
   Please include in the first four sentences:
   1. **Name of your Organization**
   2. **Theme for your float? How does your organization plan to make the future Merry & Bright?**
   3. **What your organization / group / business provides**
   4. **General statement of who is on your float (i.e. the school’s accelerated readers)**

If you provide names of people on your float, please also provide the phonetic spelling of the names (i.e. Pongpathed – pronounced: Pomp A Thed) to ensure names are correctly announced.

* 1. **Finish your script by including any other pertinent details.**

1. **Example Script:**
   1. The doctor is in! Here come the amazing doctors, nurses, and staff with the Lakeland Health Clinic skiing on their favorite Lakeland lake, Lake Hollingsworth. Look at how their ski’s are beautiful lit with twinkling Christmas lights! Over 1,000 lights were used to light up their amazing float this evening. The Lakeland Health Clinic provides a state-of-the-art medical facility and high quality healthcare to the residents of Polk County and the team there is especially thankful for the beautiful walking paths and outdoor activities available to keep our community healthy. They want to encourage you to be active in our community for at least 30 minutes a day!
2. **Your 30 Second Script:** (please type your script in the box below)

[SCRIPT]