



**ALAMOGORDO CHAMBER OF COMMERCE**  
**PARADE OF LIGHTS '2014'**  
**"Wild West Christmas"**  
**December 13, 2014 • 5:00 pm**

- **Parade Route:** Entrants will line up on Oregon Ave (north side of 10<sup>th</sup> Street). Please enter Indian Wells, turning South on Oregon Ave. **10<sup>th</sup> Street at Oregon Ave. will be closed and participants will not be able to enter from this direction.** Commence West on 10<sup>th</sup> Street, take a left and head south on New York Avenue, ending at 7<sup>th</sup> Street. Allow adequate space between marchers and vehicles. Designate a parade participant in your group to watch out for vehicles and other hazards. **SAFETY IS OUR TOP PRIORITY!**
  - Your entry's lineup number will be handed out at the Alamogordo Chamber of Commerce, 1301 N. White Sands Blvd., beginning Tuesday, December 9, 2014.
  - All entrants must be in their line-up spot by **4:00 P.M.** Failure to do so will result in your entry being denied participation in the parade.
  - Submit entry forms at the Alamogordo Chamber of Commerce; attach entry fee (below) to your entry form. Please make all checks payable to the Alamogordo Chamber of Commerce. Please memo Christmas Parade. All participants must have a registration form turned in to the Chamber of Commerce.
    - \$20.00 entry fee for all entrants until November 21, 2014.  
\*\*An additional \$10.00 late fee will be incurred after November 21, 2014.
    - Deadline for all entries is **5:00 P.M. on November 26, 2014.**
    - Please submit entry fee with entry form.
- BUSINESSES that participate MUST provide the following:**
- *Certificate of Insurance listing the Alamogordo Chamber of Commerce as additional insured.*
  - *Signed Liability Waiver*
- INDIVIDUALS that participate MUST provide the following:**
- *Signed Liability Waiver*
- All entrants will designate a **"Special Marshall"** responsible for:
    - Being the contact person for the Parade Committee.
    - Keeping their entry flowing smoothly.
    - Picking up their entry's line-up number (each entry will receive two lineup cards for your entry, one for the left side and one for the right side; entry numbers need to be visible for judging purposes).
    - Ensuring helmets are worn for all motorcycle, motorized bike, ATV, skateboard, roller blade, etc. participants. Use of helmets is mandatory by law if under the age of 18. Violators can be prosecuted. Non-compliant participants will be removed from the parade.

- Ensuring that there is a designated person to pick up any trash left after the float has departed Oregon Ave.
- Please advise the driver of your entry that the maximum parade speed will be **3 MPH**.
- Do not leave vehicles unattended at any time. Unattended vehicles left on the parade route will be towed away at owner's expense.
- Please coordinate with your participants to **meet in one place** and proceed to your entry. Transportation vehicles may be left in designated parking lots or on unused side streets only. All non-parade vehicles will be cleared from the area prior to the start of the parade.
- Entries cannot exceed **12 feet in height (from the ground)** in order to clear traffic lights
  - We wholeheartedly encourage holiday music but **no sirens**.
- The parade committee **Santa** is the only human Santa allowed in the parade. Failure to adhere to this rule will result in your entry being pulled out of the line-up.
- **THROWING CANDY IS PROHIBITED** – For the safety of our spectators, candy may be handed out at the curbside only.
- **No literature of any sort is to be passed to spectators.**
- All animal entries must provide clean-up crews behind their entries. Thank you!
- Entries that stop for judging are requested to stop for no longer than **ONE MINUTE**, and are not permitted to stop anywhere else on the parade route.
- Do not take any directions from anyone other than committee members wearing safety vests, with the exception of the Department of Public Safety (DPS) or an emergency vehicle. **\*\*\*\*In case of emergency dial 911 or notify Gerald Champion Regional Medical Center, 2669 Scenic Drive, at 575-439-6100 or the Alamogordo Police Department, 700 Virginia Ave, at 575-439-4325.\*\*\*\***
- *Winners will be recognized in each category.*

**\*\*\*Please note that the parade committee reserves the right to deny participation to any entry for the benefit of all other entries.\*\*\***

We expect this parade to be gorgeous and are excited to have you as a participant. Please contact the Alamogordo Chamber of Commerce at (575) 437-6120 or [cpd@alamogordo.com](mailto:cpd@alamogordo.com), if you have any questions.

**BE SAFE, DRESS WARMLY AND WE'LL SEE YOU AT THE PARADE!  
HAPPY HOLIDAYS!!!**