



Sponsor

**PARADE APPLICATION FORM**

**Official Name of Organization:**

\_\_\_\_\_

**Contact Name:**

\_\_\_\_\_

**Mailing Address:**

\_\_\_\_\_

**City/State/Zip:**

\_\_\_\_\_

**Telephone:**

\_\_\_\_\_

**E-mail**

**Address:**

\_\_\_\_\_

**TYPE OF ENTRY:**

**Provide a detailed description of the entry: How many participants are in your group?** \_\_\_\_\_

**Will you have a float pulled by a vehicle?** \_\_\_\_\_ **Will you have a vehicle? If so, how many?**

\_\_\_\_\_ **Will you have a trailer attachment?** \_\_\_\_\_ **Will you have amplified music?**

\_\_\_\_\_ **Proof of insurance must be submitted at the time of application submission for ALL vehicles to be authorized;** All drivers in the parade must provide a copy of the vehicles' insurance and driver's license. Please provide vehicle and driver information:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_ Please provide a copy of your Coggins information for your horses, as well as names of those riding the

horses: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



### PARADE RULES & REGULATIONS YOU MUST ADHERE TO

1. By completing an application to participate in the 2025 Dr. Martin Luther King, Jr. Parade, you understand that not all applicants will be selected for participation. Refunds will be granted if not accepted.
2. The 2025 Dr. Martin Luther King, Jr. Parade committee reserves the right to accept or reject any parade unit application.
3. Any additions or changes made to parade units after acceptance must be approved by the Parade Committee. Parade units with changes that have not been approved will not be allowed on the parade route.
4. Parade units will follow instructions from Parade Marshals, Parade Staff, Parade Volunteers, and members of the Dallas Police Department. Unit leaders accept responsibility for the behavior of their members.
5. Band and Dance Team units must be dressed uniformly and are restricted to a limited number of staff members or chaperones marching with the unit. They must be dressed uniformly matching the band and dance team unit.
6. Family members and friends are not allowed to stay with participants in the parade area.
7. Consumption of candy, food, drinks, and gum are prohibited once you have been placed in your line-up position. Smoking is prohibited in all parade areas both on the street and inside staging area used for parade assembly.
8. No vehicles are allowed on the parade route with participating units unless approved by the Parade Committee.
9. Parade Participants are **NOT** allowed to **TOSS** candy, pamphlets, or other materials along the parade route. You may hand items to on lookers. Participants found tossing materials to spectators may be removed from the parade route and are subjects to the laws of the City of Dallas.
10. Individual units may not bring their own signage unless approved in advance by Parade Committee. No offensive gestures or signage will be allowed.
11. Parade Participants must keep pace with the parade. All units must maintain forward motion during the parade. No counter marching or other maneuver contrary to the forward progress of the parade is allowed. Set spacing must always be maintained.
12. Parade Units are NOT to stop in the television zone unless otherwise directed; always keep a forward motion.



13. The Parade Marshals or Parade Staff reserves the right to remove any unit from the line of march for any reason or cause without advance notice.

14. Use of any political sign, social or political material, or improper use of the American flag is not permitted. "Proper" use of the flag is based upon U.S. flag policy set forth in the U.S. Code.

15. By filling out an application you are in full agreement with the 2025 Dr. Martin Luther King, Jr. Parade Rules and Regulations guidelines provided above.

**I have read the above Parade Rules and Regulations and agree to adhere to these: \_\_\_\_\_ (Initial)**



**RELEASE/WAIVER OF LIABILITY**

I, the undersigned, acknowledge my status as a parade participant in the 2025 Dr. Martin Luther King, Jr.

Parade: that I am not entitled to any City employee benefits. Therefore, I hereby release the City of Dallas/MLKJRCC/Hope Encourage Love Protect (H.E.L.P.) from any claims/actions of any kind which may arise because of any injuries or damages received including but not limited to property damage, bodily injuries or death arising out of with any matter connected with my participation as a parade participant in the 2025 Dr. Martin Luther King, Jr. Parade.

Applicant's Signature: \_\_\_\_\_ Date:

\_\_\_\_\_

If release/waiver of liability is not signed, application to participate in the parade will be considered incomplete and deemed as void.

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

*We reserve the right to refuse applicants based on inappropriate performances, safety and environmental concerns, or anyone that elicits hate or disparate behavior. Incomplete applications will not be accepted nor returned.*

*For questions, contact us at (469) 592-1388 or send an email to [cbaker@help-dallas.org](mailto:cbaker@help-dallas.org).*



## **PARADE LOGISTICS SUMMARY**

### **Meeting**

There will be a mandatory meeting for all Sponsor Parade participants on Wednesday, January 9, 2025, 6:30PM Sponsor Safety meeting via Zoom

### **Parking**

Parking will be available at the Fair Park Lot 9 & Lot 10 for all participants. Parade volunteers will direct you to the parking area. Please display your parking pass on your dashboard.

### **Parade Line-Up**

When you arrive, please check in with a Parade Marshal. They will provide you with information as to your place in the parade line-up.

### **Parade Formation, Route & Schedule**

The parade will consist of approximately 250 units. The route will cover approximately 1.5-mile loop from Fair Park Pennsylvania Entrance to MLK Jr. Blvd. straight down to Fair Park.

### **Dispersal Area**

The dispersal area is the Pennsylvania parking lot in Fair Park, which is located just south of the Martin Luther King, Jr. Blvd Park entrance gates. Parade Marshals will be available at all locations to assist you as needed.



## **SPONSOR**

### **Itinerary**

1. **Fill out Sponsor application**
2. **Please email your Logo and word written statement to: [contact@help-dallas.org](mailto:contact@help-dallas.org)**
3. **Wednesday, January 9, 2025, 6:30PM Sponsor Safety meeting via Zoom**

[https://us06web.zoom.us/meeting/register/tZAucOisqD0uHdWNzwvAALNY\\_f\\_7DhGZhJmF](https://us06web.zoom.us/meeting/register/tZAucOisqD0uHdWNzwvAALNY_f_7DhGZhJmF)

4. **Saturday, January 15, 2025, MLK Parade Dallas, TX**

#### **\*\*Driver of Float/trailer only\*\***

- **5:45am** Companies with trailers or parade floats report to the Automotive Building in Fair Park\* 1010 1st Ave, Dallas, TX. Driver and vehicle **must** be present.  
<https://maps.app.goo.gl/2hTHvLmjS5996nnAA>
- Please make sure your float driver & vehicle is at the building to be hitched to float.

#### **\*\*Remaining Participants\*\***

- **7:00am** Please arrive at parking lot located at 3508 Pennsylvania Ave Dallas, TX 75210\*  
<https://maps.app.goo.gl/x3Lh4QYNucQbNSze8>

#### **\*\*VIP Seating none parade walking participants\*\***

- **9:00am** MLK Kickoff Show will take place in the Grandstand area in front of the MLK Center. VIP seating is in the bleacher area. Your company will have access to the MLK Center and campus with indoor bathrooms and fully catered meals. You will also have access to MLK Kickoff Ceremony and Show from 9am-10pm (Parade starts at 10am) families or employees (VIP tickets) who would like to sit and watch the Kickoff at 9am are encouraged to attend. This information will be thoroughly explained at the Sponsor Safety Meeting.
- **10:00am** Parade will start.

*\*Subject to change*



Thank you for your participation, patience and understanding in the planning of the Annual MLK Parade. We strive to create a safe, fun and efficient parade. Events of this magnitude require collaboration between HELP, City of Dallas, Fair Park, contracted vendors and the Community of South Dallas. Circumstances can arise that could affect gate entry accessibility on the day of the event. We apologize in advance for any confusion or inconvenience that may occur. Staff will be accessible if these changes occur.

