

**Sponsored by:**



# 2024 Military Appreciation Days Parade

Registration, Rules and Regulations  
May 25, 2024 10:30 a.m. - 12:00 p.m.



## REGISTRATION FORM

Request for entry into parade must be received by May 10, 2024. Late registration after May 10 may require an additional fee of \$100 and will be based on availability and scheduling.

Name of Organization/Group: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Cell Phone: (\_\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Check ALL that apply (for entry descriptions, see next page)**

**Commercial Float**

- \_\_\_\_ \$750 Commercial float provided by Cline Floats (must be secured through parade management). Includes: *applicant's name on both sides of the float in block letters, insurance and a vehicle & driver to pull the float*
- \_\_\_\_ \$50 Float provided by for-profit participant
- \_\_\_\_ \$0 Float provided by non-profit participant

**Marching Band**

- \_\_\_\_ \$0 Participation FREE to high school and/or military marching bands/groups

**Vehicle** *(ALL participants with a vehicle must sign attached vehicle owner and driver form)*

- \_\_\_\_ \$30 Business, Elected Official, Pageant Queen or Media (TV, Radio, Print)
- \_\_\_\_ \$0 Military or Non-Business-civic and community (fire department, ambulance, EMTs, etc.)

Total # of people riding: # of Adults (over 18) \_\_\_\_\_ # of Children \_\_\_\_\_ (age range) \_\_\_\_\_

Total # of vehicles (inc. make/model/yr): \_\_\_\_\_

**Walking Group**

- \_\_\_\_ \$0 Non-Profit or Military Group
- \_\_\_\_ \$25 Commercial or Animal Group

Total # of people walking: # of Adults (over 18) \_\_\_\_\_ # of Children \_\_\_\_\_ (age range) \_\_\_\_\_

Total # of live animals: \_\_\_\_\_ Size and type of animals: \_\_\_\_\_

Any special needs considerations? \_\_\_\_\_

**Please include a 2-3 sentence promotional summary for parade EMCEE to read as you pass the announcers booth:  
(attach additional information if needed)**

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

Completed parade registration forms must be received by May 10, 2024 along with payment (if applicable) made payable to **Palmetto Event Productions** and mailed to: 7588 Enterprise Road, Myrtle Beach, SC 29588 or emailed to: [info@palmettoeventproductions.com](mailto:info@palmettoeventproductions.com)

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May 25, 2024 10:30 a.m. - 12:00 p.m.

## WAIVER FORM



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**EVERY person participating** in the 2024 Military Appreciation Days Parade must sign this form. Please ensure that each participant from your organization signs this waiver. This is a required form and must be completed in order to participate. Make copies as needed.

**Organization Name:**

\_\_\_\_\_

ASSUMPTION OF RISK: I acknowledge there is an inherent risk associated with participation in the 2024 Military Appreciation Days Parade. I KNOWINGLY AGREE AND FREELY ASSUME ALL SUCH RISK RELATED TO MY PRESENCE AT, AND/OR PARTICIPATION IN, THE 2024 MILITARY APPRECIATION DAYS PARADE, BOTH RISKS KNOWN AND UNKNOWN, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES (as defined below), AND I ASSUME FULL RESPONSIBILITY FOR MY ATTENDANCE AND/OR PARTICIPATION IN THE PARADE.

WAIVER AND RELEASE: In consideration and acceptance in the 2024 Military Appreciation Days Parade, I and my heirs and my assigns waive any and all claims for injury and damage, and hereby release and hold harmless PALMETTO EVENT PRODUCTIONS, INC., THE CITY OF MYRTLE BEACH AND Horry-Georgetown Technical College and all other organizations, organizers, sponsors, representatives, their agents and employees, and any other persons assisting with the event (collectively, the 'Releasees') from any claims for damage, injury disability, death or loss to person or property incurred as a result of participation in or traveling to or from this event., whether arising from the negligence of the releasees or otherwise.

Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

PARENT OR GUARDIAN IF UNDER 18 \_\_\_\_\_

**Please return form to:**

MAILING ADDRESS (NOT A PHYSICAL ADDRESS)  
Palmetto Event Productions, Inc.  
7588 Enterprise Road  
Myrtle Beach, SC 29588

OR

Fax: 877-270-7076

Email: info@palmettoeventproductions.com

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**2024 Military Appreciation Days Parade**

May 25, 2024 10:30 am-12:00 pm



**VEHICLE OWNER AND DRIVER FORM**

Palmetto Event Productions appreciates your participation in the **2024 Military Appreciation Days Parade, Saturday, May 25, 2024**. As a driver or owner of a vehicle, please complete the following information, which certifies that you have liability insurance on your car and return no later than May 10, 2024, to:

MAILING ADDRESS (NOT A PHYSICAL ADDRESS)  
Palmetto Event Productions, Inc.  
7588 Enterprise Road  
Myrtle Beach, SC 29588

OR

Fax: 877-270-7076  
Email: info@palmettoeventproductions.com

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

Name of Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number:(\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Car Model & Type: \_\_\_\_\_ Year: \_\_\_\_\_ Color: \_\_\_\_\_

Vehicle is insured with: \_\_\_\_\_

Policy Number: \_\_\_\_\_

HOLD HARMLESS AGREEMENT: I agree to insure my vehicle(s) and property against loss, damage and liability, and to provide proof of such insurance to Palmetto Event Productions (PEP). I agree to assume the risk of any and all damages or injury and to indemnify and hold harmless PEP and the City of Myrtle Beach, its sponsors, officers, directors, agents, and employees for any acts or omissions which may result in the theft, damage or destruction of my property or injury to me or others occurring during or as a consequence of the parade. All of the above information is accurate and true.

Driver/Owner of Vehicle: \_\_\_\_\_

SIGNATURE

DATE

**Return no later than May 10, 2024**

## Description of Categories

1. Participants who would like to use their own existing float should provide a color photo of the float with tow vehicle. Because the group is entering a float that has not come from the parade's professional float vendor, there are several added requirements. Participant will provide their own float, tow vehicle, and driver(s) and will not use another professional float rental service. If a professional rental service is required, the parade vendor will be used.
  2. A certificate of insurance reflecting worker's compensation coverage on all employees working on the float while on parade grounds and coverage of driver(s) to/from/during the parade.
  - 3 A certificate of insurance reflecting auto liability coverage (minimum of \$100,000/\$300,000) on the tow vehicle and coverage on the float – different insurance companies handle this differently. Please check with your insurance agent to provide evidence of coverage.
  4. Depending on the tow vehicle, proper driver's license – commercial or otherwise - and a driver's medical certificate if the combined weights (float and vehicle) are over 10,000 lbs as required by SC DOT. Participant, by registration, provides assurances that the participant and their agents/employees are following all other SC and Federal DOT requirements for commercially-operated vehicles.
  5. Participating team is responsible for adequate towing capacity with the tow vehicle. Participant assumes all liability for damages to their equipment and that of others caused by failure of the participant's vehicle(s), trailer(s), or driver(s). Day of the event, parade officials reserve the right to disqualify vehicles for smoke, fumes, or other reasons unbecoming to the festive nature of the event.
- 

**Animal Groups:** All entries with live animals are responsible for immediately curbing/cleaning up after their animals.

**Car Unit:** Applicant must provide a car, driver, car signage, etc. The fee secures a spot within the parade lineup. Please supply a color photo of the vehicle with the registration form. Items 3-5 above apply to entrants.

**Military Vehicle:** Military vehicles are welcome to participate, including tanks and other similar road-worthy vehicles. These must be pre-approved and items 3-5 above apply to these vehicles. Please provide color photo.

**Walking Group Non-Profit:** This fee is for non-profit organizations registered with the SC Secretary of State only. Please supply a color photo of group members with signage and uniforms/attire. Non-military groups require a minimum of 6 participants to be considered a group. There is no minimum for military personnel or veterans. Military veterans can walk individually and parade officials will work to match these individuals with other individual veterans. If a veteran is not physically able to walk, but able to sit in a wheelchair or car, please contact the parade officials below and we will work to accommodate such.

**Walking Group For Profit:** This fee is for all for-profit organizations. The fee secures a spot within the parade lineup. Please supply a color photo of group members with signage and uniforms/attire. Minimum group requirements above apply.

**Checks should be payable to: Palmetto Event Productions, Inc. and mailed to:  
7588 Enterprise Road, Myrtle Beach, SC 29588**

**Parade officials, at their sole discretion, reserve the right to approve/deny any participants, vehicles, signage or other requirements as decided by Palmetto Event Productions and the City of Myrtle Beach.**

# Rules and Regulations

**General Information** –The staging area will be in parking lot across from Horry-Georgetown Technical College Conference Center (Grand Strand Campus) at 950 Crabtree Lane. Parking and staging instructions will be sent closer to the event and once participant is approved. If you are accepted to participate in the parade you are expected to arrive at the site between 9:00-10:00 am on May 27.

**ENTRIES** - All parade units must be pre-approved by Palmetto Event Productions prior to entry into parade line up. Palmetto Event Productions will consider requests on a case-by-case basis. Photos must be submitted with a written request no later than May 12, 2023 to be considered. No entry fee will be charged to non-profit 501(c)3 civic organizations. No offensive, controversial, discriminatory symbols or words, etc. will be allowed in the parade.

If an entry is disqualified for any reason the entry fee is non-refundable.

**WALKERS** – Each parade entry will be allowed to distribute candy or promotional items. The following rules apply to units with walkers:

Walkers must be physically able to walk the entire parade route in a brisk manner without stopping.

Walkers must remain at same pace with parade unit to ensure proper timing and spacing.

Walkers must remain at the sides of the unit, close enough to audience to hand materials directly to the crowd.

Walkers are not allowed to jump on and off of float or unit.

**HANDOUTS** – **All products and materials must be distributed through unit walkers and must be pre-approved by Palmetto Event Productions.** Illegal, offensive, controversial, religious, discriminatory symbols or words will not be allowed on any materials for distribution.

**SPACING** - During the parade, please maintain a 50-foot distance behind the unit in front of you. No unit should do any counter-marching, maneuvering, etc. except within the normal space in front of and behind the unit. This will keep the unit following you from having to stop. Any group (other than one minute given to bands) which stops or impedes the progress of the parade will be disqualified from judging. Cars should not stop but should continue in slow forward manner even while their riders are being interviewed.

**BANDS** - Consisting of high school, military, local bands, and privately contracted bands are required to be in coordinated uniforms and a photo needs to be submitted for pre-approval by Palmetto Event Productions no later than May 12.

**HIGH SCHOOL BAND COMPETITION** – Bands will be given an opportunity to stop at the reviewing stand for one minute to showcase their band. Please observe the one-minute rule. Judges will penalize bands after one minute.

**PARADE MARSHALS** - Parade marshals will be clearly identifiable and will be stationed at the beginning and end of the parade as well as all along the parade route. If any problems are encountered, they should be notified immediately. Parade marshals have full authority over all units, including disqualification and their decisions are final.

**ALCOHOLIC BEVERAGES** - Absolutely no alcoholic beverages permitted during the lineup of and during the parade.

**CHILDREN** - Children under 9 years of age riding on a unit, such as a float, must be under adequate supervision to ensure safety.

**CANCELLATIONS** - If it becomes necessary to drop out of the parade, call Amie Lee at 843-855-0527 or email [info@palmettoeventproductions.com](mailto:info@palmettoeventproductions.com) as soon as the problem develops. **If cancelled after May 12 entry fee will not be refunded.**

**INSURANCE** - **EVERYONE participating in the parade must sign a “Parade Participant Waiver” or hold harmless agreement. In addition, persons driving a car or unit must submit a “Vehicle Insurance Form” by May 12 verifying you have insurance on your vehicle. The City of Myrtle Beach and the Palmetto Event Productions are not liable for injury to persons participating in the parade, spectators, damage to floats, vehicles or personal property.**

**CARS**- Maps and directions will be given to drivers with instructions on parade routes and parade rules for their information.

**FLOATS** - Professionally built floats will be provided by Cline Floats of Catawba, NC. Amateur floats will be considered on a case-by-case basis and must be pre-approved by Palmetto Event Productions. Pictures must be submitted in advance.

No float builder (other than Cline Floats) is permitted to have his or her business name displayed on vehicle pulling float.

Businesses that purchase floats are responsible for the people riding floats. If no people are on the float, it will be pulled out of the lineup with no refund of fee.

**EVALUATION** - Palmetto Event Productions staff will evaluate every unit request based upon the compliance with the Rules & Regulations. If it is determined that a unit does not qualify, they will make recommendations to assist you in meeting the qualifications for participation. If it is determined that a unit does not comply as approved, it may be disqualified by the parade marshals on the morning of the parade. Palmetto Event Productions reserves the right to limit the number of people marching/walking per unit and inspect each unit at parade lineup area for compliance of rules. Exceptions can only be granted by Palmetto Event Productions and their decision is final.

**In the case of bad weather there will be no make up day or refunds issued.**

**2024 Military Appreciation Days Parade**  
**Sat., May 25, 2024 10:30 am**

**PHILLIS BLVD**

**FARROW PKWY**

**JOHNSON AVENUE**

**FARROW PKWY**

**PARADE STAGING**

**PARADE PARTICIPANT PARKING**

**JOHNSON AVENUE**

**FARROW PKWY**

**PARADE PRODUCED BY:**



**Palmetto EVENT PRODUCTIONS, INC.**  
MANAGEMENT • DESIGN • MARKETING • PROMOTION