2026 Christmas Parade
Registration, Logistics & Updates

If at any point in the process you have a question, please do not hesitate to reach out. If you leave a voice mail please make sure to leave a call back number. Or stop by a DDA Meeting, City Council Meeting or Coffee & Conversation Session at City Hall.

Key Dates

- **Registration Opens -** September 1st
- **Registration Closes -** November 16th
- **Set Up Information Sent out -** November 23rd
- **Payment Deadline -** December 2nd
- **Christmas Treelighting & Choir -** Saturday, December 5th
- **Christmas Parade & Market -** Saturday, December 12th 11 am to 8 pm

Upcoming Registration Assistance Sessions at Pembroke City Hall:
Monday, September 14th 4 pm to 6 pm
Monday, September 28th 9 am to 10:30 am and 6 pm to 7:30 pm

<u>Reminders & Updates</u>

Payment Methods
PayPal, Cash and Check are here to stay as our payment methods. But now you can also mark if you will be dropping off the payment either in person at City Hall during hours of operation, or through the drive thru payment window lock box. New this year, a card reader! This is new technology for this event so there might be a few hiccups.

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Route & Times
We will have the same parade route as last year with set up starting at 4:30 pm step off at 5:30 pm from Warnell on to 280 and ending at Butler Street and then Burkhalter Street.

If your vehicle/float is not able to make the turn you will be asked to wait in the Food Lion Parking lot until towards the end of the parade at which point you will be released back on to W Bacon Street.

The Food Lion Parking lot is not a post-parade pick up location.

Live Animals:
If you are interested in adding a live animal either walking or as part of your float, please let us know by selecting the amount of animals.

You will be expected to have a clean up plan should the animals need to relieve themselves and we will work with you in locating where a pick up and drop off point will be for any trailers with the goal of making this event as low stress as we can for our critter parade participants.

If you are riding a horse, you would select “Walking (No Vehicles)” and the “Animal” add on.

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Parade Entry Judging:
Our parade judges will be located just before the traffic light and will be provided a list of our participants who wish to compete in the order they will appear in the parade. Double check that you opt in if you want to be in the running for the bragging rights.

Form Changes:
The form and price changes were done in an effort to clarify parade entry registration for those registering and for those of us who map out the set up area to take into account the large variety of what our parade participants bring to the table.

While the vehicle categories does include ‘walkers’ it does not mean your group has to have a walking element. If it is a person or persons in a vehicle and no one is walking alongside, then you can either put the number zero or N/A for the blank asking for the number of people walking in your parade entry.

- **Two Contact People?**
  - Parades are a group effort, sometimes the person filing out the registration and getting ducks in a row isn’t the one leading the ducks day of. This year there is a second contact person for day of, so we can keep in contact whoever is also leading your registered ducks. (actual ducks would incur an animal fee)
- **Categories:** Rather than having to pick through the whole menu and solving the riddle of whether your plan counts as a float we’ve restructured to take into account whether the main components of your participation in the parade are as follows:
  - Walking (No Vehicles)
  - 1 Vehicle & Walkers
  - 2 Vehicles & Walkers
  - 3+ Vehicles & Walkers

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- **Add Ons:** This is how we take into account those extra bits of showmanship that might need a bit more wiggle room, that extra consideration in turn radius, and that patch of grass. These add on prices hold steady across both paid categories.
  - An Oversized Vehicle (vehicle or a vehicle/trailer combo with over 40 ft in total length.). A group can have up to 3 with $10 per vehicle.
  - 10 or Less Animals at $10
  - 10 or More Animals at $15
- **Price Changes:**
  - Our elected officials, dignitaries, military and public safety, and marching bands will still have a waived registration fee.
  - Our Churches, Schools, and Non-Profits rates as follows:
    - Walking (No Vehicles) $10
    - 1 Vehicle & Walkers $20
    - 2 Vehicles & Walkers $30
    - 3+ Vehicles & Walkers $40
  - Our Businesses, Individuals, and Social Groups rates as follows
    - Walking (No Vehicles) $10
    - 1 Vehicle & Walkers $30
    - 2 Vehicles & Walkers $40
    - 3+ Vehicles & Walkers $50
- **Vehicle Descriptions:** please provide your best approximation of the make, model, and dimensions of the vehicles. This is how we make sure you can comfortably park during set up, and how we let our public safety team members know
- **Brief Description:** This section is where you share your creative vision that might not fall into vehicle dimensions or number of people walking. This is the “we are riding the horses”, “we have goats on floats”, or “we have a 10 foot Christmas Tree on the back of a semi truck” component of your parade participation

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Important to Remember:

- Throwing candy is not allowed as per GDOT.
  - Parade participants are allowed to hand out candy or such
- We have a designated Santa at the end of the parade, please communicate with everyone representing your float to not dress up as Santa,
- Any entry not deemed family friendly, 'G-rated', will be pulled from the lineup.
- Groups may stop to perform up to three times, for up to 30 seconds, before they must move along.
- This is an evening to night parade so decorations that add to the lights of our downtown are encouraged!
- We will be having a panel of judges for our parade right before the traffic light, if you are unsure if you opted in or out of the judging please check in with me!

Signage:

Our goal this year is not just to provide y'all with maps, but also physical signs leading up to the parade day so you can send team members to scout out the parade route and where you'll be during set up.

Late Fee:

The Christmas Season sneaks up on all of us, but that doesn't mean I can keep parade registration open until the night before the parade. This year there will be a late registration window from November 17th to December 4th, after the November 16th deadline.

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There will be a $20 late registration fee applied to all late entries, including groups eligible for reduced or free registration.

Beware of Social Media Scams:
Unfortunately, we have seen fake registration links and unauthorized payment requests circulating on social media for this and other local events.

For this event, registration and event communication will only come through official City channels:

- This email address: betterhometown@pembrokega.net
- The phone numbers in the signature below
- The official City of Pembroke website (https://www.pembrokega.net/)
- Pembroke City Hall (353 N Main Street, Pembroke)
- Official City/department social media pages

We do not use personal social media accounts or private messages for registration or payment. Please do not respond to comments, unsolicited messages, or friend requests claiming to represent the Christmas Market or Parade.

Never provide payment or personal information through an unofficial link or account.
If something doesn't look right, please contact us directly before clicking a link or sending payment.

Final Remarks:

If you know someone who should join in the festivities, whether as a vendor or parade participant, please feel free to share this information with them.

If you have any questions about the registration forms, setup instructions, or concerns about possible scams, please don’t hesitate to reach out via email, phone, or during the assistance sessions.

We’re looking forward to working with y'all to create a wonderful 2026 Christmas Parade & Market!