

# MARCHING BAND

## Information



First Saturday in December

## About the Parade

Curious George. Miss Rosa. Garfield. Berenstain Bears. Bob McGrath from Sesame Street. Santa.

Mention the name and watch a kid's eyes light up! Assemble them all into one parade, and open the festive holiday season with delight for children and the people who love them.

That's what the Comcast America's Children's Holiday Parade in Oakland California is all about. Children's favorite stars appear live or as giant helium balloons, joined by marching bands, creative floats, and specialty units in the 90-minute parade through Downtown Oakland.

The ooh's and ahh's of more than 100,000 spectators thrill the parade participants and provide a heartfelt warm-up for the arrival of Santa Claus in the parade's finale.

The parade is televised throughout North America on PBS stations, around the world on the American Forces Network and in the San Francisco Bay Area on KTVU-FOX 2, KICU-IND, KQED-PBS, KTEH-PBS, Comcast Cable and Peralta TV.



# Entry Process



**The Comcast America's Children's Holiday Parade** is a whimsical event that is all about children. Participants are selected on their entertainment value, uniqueness, size, appearance and appeal to children. Entries are also selected for their appeal to a national audience and Public Television (PBS) criteria. Our target age is 2 to 12 years.

## Entry Application

By completing an application to participate you understand that not all applications are selected.

The entry application must be completed and signed with the understanding of the general rules and guidelines. The application serves as a waiver of release for your organization. By signing the application, you are thus signing the waiver and agreeing to the terms therein. The parade organizers reserve the right to reject any entry application or parade participant at any time and all decisions are final.

Entry forms that are improperly completed will be contacted for clarification.

The parade organizers must approve additions or changes to parade entries after being accepted.

## Application Process

Please complete the application and return by September 15 to be considered for participation in this year's parade. It is encouraged that the application be returned early for consideration. Due to timing issues, space is limited in the lineup.

Please provide a photo and band history with the application.

Scholastic or youth bands will receive priority consideration.

Participants are responsible for their own transportation.

## Parade Appearance

Bands must appear in uniform or uniformed attire. No sweats, t-shirts or blue jeans.

Holiday or children's oriented music is requested and must be played for the majority of the one-mile parade route.

Parade takes place rain or shine.

## Information

The Comcast America's Children's Holiday Parade is produced by the Oakland Metropolitan Chamber of Commerce, offering children of all ages a festive and colorful grand opening for the holiday season. All parade elements are coordinated by Upbeat Parade Productions, a professional parade production company.

The parade is associated with;  
-Northern California Band Assoc.  
-Marching.com  
-California/Nevada Festivals and Events Association.

While in Oakland for the parade, take time to visit world-renowned sites in the San Francisco Bay Area. See the Golden Gate Bridge, Pier 39, Oakland's Chabot Space and Science Center, California Academy of Sciences, The Oakland Zoo, Six Flags Discovery Kingdom and much more!



**Contact: Ray Pulver, Parade Director - 408-629-2520 – [upbeatparades@aol.com](mailto:upbeatparades@aol.com)  
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