



2025 Christmas Parade REGISTRATION FORM

Theme: Rock'n Around the Christmas Tree

Date: December 1, 2025 | 6pm

Name (organization or individual): _____

Contact Person: _____

Phone: _____

Email: _____

Type of Entry (circle one):

Animal Type _____ How Many _____

Float

Band

Vehicle Type _____ How Many (3 max) _____

Other Explain: _____

Will you compete for "Best in Show" overall winner? **Yes** **No**
(\$100 for "Best in Show" overall winner)

Prizes awarded to 1st, 2nd and 3rd place in float category.

A \$10 Registration fee is required with each completed registration form. Entries are accepted until Saturday, November 29, 2025. Applications may be dropped off in person at Retro Rose or Paradise Pets (North Market St, downtown). Make checks payable to Downtown Benton Business Owners Assoc.

Parade Rules (keep for your records)

Date: Monday, December 1, 2025

Start Time: 6pm - Line up any time prior to 5:30 (earlier the better)

Theme: Rock'n Around the Christmas Tree

Organizer: Downtown Benton Partnership

Contact Persons – Kevin Malone (501) 776-3500

Audra Rose (501) 430-9222

- **All competing entries must use holiday lights.** If possible, entries should incorporate lights. This makes for a brighter and more festive parade.
- **All entries must be decorated for Christmas**
- No one is permitted to dress as Mr. & Mrs. Claus; other costumes are encouraged.
- Candy may be handed out, not thrown.
- Entries should boldly display the name of their organization and competing number assigned on both the right and left side of vehicle for judges and newspaper coverage.
- Entries may be floats, buses/vans, cars, motorcycles, all-terrain vehicles, carriages, bands, and supervised animals.
- Each organization is responsible for the safety of children taking part in their entry. Please always supervise the children. Do not allow children to hang over the sides of your entry. We also encourage you to bring flashlights.

Line Up

- Parade entries do not line up in numerical order
- Numbers are given only to those competing for “Best in Show”
- Do not approach the line up by coming from Market St. This creates a huge traffic jam as entries attempt to turn around and line up. Please approach from the direction of the railroad tracks on one of the side roads. Most entries can line up on either side of Market St. Some large groups will wait on the side roads. As the parade begins, entries will alternate right and left sides as needed.
- Saline County Sheriff’s Dept and City Church will direct traffic.
- If possible, come as a group; this minimizes confusion and lost children.
- Avoid large gaps of space between entries in the parade. One very slow entry can practically stop the parade. Go at a reasonable, safe speed for your entry.
Do not build a float that has to go at a snail’s pace.

Parade Route

- Begins on Market St at CW Lewis Stadium parking lot. The Benton Jr. ROTC begins the procession. After Market St, the parade turns right on North and right on Main. Santa will get off at the Courthouse on Main to greet children. Entries should not stop and disband until they pass White’s Furniture on Ashley St.

Contest and Identification Numbers

- If competing for “Best in Show,” please indicate that on your registration form. Only those that specify will be given a number by phone in advance. Display your number on both the right and left sides of your entry.
- All competing entries must contain lights. The best floats will have the most lights.
- Judges will sit at the start of the parade between Habitat and Regions Bank on each side of the street. Three winners will be selected for “Best in Show.” The first-place winner will receive \$100. Second and Third Place winners will each be awarded smaller cash prizes. Winners will be notified by phone the following day.
- Judges will select winners that best demonstrate the parade theme – Rock’n Around the Christmas Tree. Judges will look for originality, creativity, boldness, and enthusiasm.