



Dear Community Partners:

The Southwest Orlando Jaycees extend a cordial invitation to participate in the 2024 Annual Downtown Orlando Martin Luther King, Jr. Holiday Parade scheduled for Saturday, January 13, 2024, at 10:00 AM. This year's event marks our 40<sup>th</sup> anniversary celebrating Dr. Martin Luther King, Jr., the prominent civil rights advocate and humanitarian who was stalwart in leading the Civil Rights Movement that laid the cornerstone for equitable treatment and opportunities in America.

The 2024 parade celebration carries the theme, *"It Starts with Me: Shifting the Culture Climate through the Study and Practice of Kingian Nonviolence."* In honor of Dr. King's enduring legacy, we aim to gather a record number of participants for this year's Holiday Parade to showcase our culture with the more than 8,000 spectators anticipated to join in the festivities. It is our hope that this parade and celebration will serve as a poignant reminder to all attendees that life's most precious gifts, such as family, children, liberty, and justice, should be treasured and not taken for granted.

Registration for the 2024 Downtown Orlando MLK Holiday Parade is now open. The registration fee is \$135 for all single-entry units, which includes (1) vehicle with attached signage or (1) group/unit of ten or more marching behind a banner. There is an additional fee of \$35 for each additional motorized vehicle included in the entry or the combination of a vehicle combined with a group/unit of ten or more marching. The additional fee excludes car/motorcycle clubs.

**Register online at: <https://2024OrlandoMLKParade.eventbrite.com>**

Participation in this event not only promises an enjoyable experience but also provides an excellent platform for promoting your organization or business, while celebrating a remarkable legacy of courage, unity, and community. To encourage an eventful parade, the committee kindly request participants to embrace this year's theme with decorative floats, vibrant insignia, and cultural fanfare.

If you have any inquiries or require further information about this event, please contact us at [swojuniorchamber@gmail.com](mailto:swojuniorchamber@gmail.com). We extend our gratitude in advance for your support and eagerly anticipate the opportunity to collaborate with you.

Sincerely,

**Dana Mackey**

President, Southwest Orlando Jaycees

Chairman, Downtown Orlando MLK Holiday Parade Committee





## Event Overview

### 2024 MARTIN LUTHER KING JR PARADE

The Southwest Orlando Jaycees extend a formal invitation to your organization to partake in the 40th Annual Downtown Orlando Martin Luther King, Jr. Parade. Dr. Martin Luther King, Jr. played a pivotal role in the Civil Rights Movement, which established the fundamental principles of equitable treatment and opportunity that are now embraced both in the United States and across the globe.

### THEME

*It Starts with Me: Shifting the Culture Climate through the Study and Practice of Kingian Nonviolence*

It goes beyond being just a theme; it's an invitation to actively contribute to a cultural shift in various aspects of our lives and society. The King Center invites the global community to embrace the spirit, teachings, and work connected to the 2024 King Holiday Observance Theme.

### TIME AND DATE

**Saturday, January 13, 2024, at 10:00AM**

### REGISTRATION

The registration fee is \$135 for all single-entry units and \$35 for every additional motorized vehicle included in the entry. {This does not apply to car/motorcycle clubs}.

### REGISTRATION DEADLINE

Parade Entry Deadline: Saturday, January 6, 2024

### REGISTRATION METHODS

#### ONLINE

<https://2024OrlandoMLKParade.eventbrite.com>

#### MAIL

Southwest Orlando Jaycees  
P.O. Box 585601  
Orlando, FL 32858





### Parade Entry Form

Company/Organization Name			
Parade Entry Type (car, float, marching, dance, band)			
Address			
City, State, Zip			
Contact Name & Title			
Email		Phone	
2 <sup>nd</sup> Contact Name & Title			
Email		Phone	

Select your category (All checks made payable to: <u>Southwest Orlando Jaycees</u> )					
Mark (X) next to category(s) below *(1) One Vehicle Included in Registration Fee			# of Additional Vehicles	Additional Vehicle Fee	Total
<small>Example</small> X	Individual/Business Entry	\$135	2	\$35	\$205
	Individual/Business Entry	\$135		\$35	
	Non-Profit Organization	\$135		\$35	
	Civic/Public Service Organization	\$135		\$35	
	Government/Municipality	\$135		\$35	
	Performing Arts Group	\$135		\$35	
	Parade Sponsor	Included		\$35	
	Elected Official/Dignitary	Included		\$35	

I acknowledge receipt and understanding of the "Parade Guidelines" for the 2024 Martin Luther King Jr. Holiday Parade. As the authorized agent for the sponsor organization, I hereby commit to embracing the parade theme, "It Starts with Me: Shifting the Culture Climate through the Study and Practice of Kingian Nonviolence" and complying with the authorized guidelines shared herein.

Signature:

Date:



## Parade Guidelines

1. No entry may participate in the parade unless they have submitted **both** the parade application and the appropriate fee due. <https://2024OrlandoMLKParade.eventbrite.com> (All parade fees are non-refundable.)
2. All entries must display a sign, banner, or some other insignia promoting the theme of the parade, *"It Starts with Me: Shifting the Culture Climate through the Study and Practice of Kingian Nonviolence."*
3. At least one representative from each parade entry must attend the mandatory meeting for parade participants on **January 9, 2024, from 6:00pm-7:30pm at the L. Claudia Allen Senior Center located at 1840 Mable Butler Blvd., Orlando, FL 32805**. This meeting will provide you with event logistics, line-up instructions, line-up number, maps, parking instructions, and all other pertinent event details.
4. On the day of the parade, all entries must arrive at the designated staging area no later than 8:00AM. No vehicles will be admitted into the parade staging area without a pre-distributed staging pass issued by the MLK Parade Committee including but not limited to parents dropping off youth and vehicles carrying supplies. All late arrivals will be turned away.
5. All participants in the parade are subject to Florida law and the City of Orlando ordinances and regulations. Failure to comply will result in that entry's removal from the parade without additional recourse and may be subject to possible fine(s) and/or arrest(s).
6. Local Police and Parade Marshals will guide the movement of the parade. Failure to comply with the Police or Parade Marshal's request will result in that entry's removal from the parade without additional recourse.
7. Performances by parade participants are limited to moving performances only. DO NOT STOP THE PARADE TO PERFORM A ROUTINE. Parade officials may remove group(s) from the route if violated.
8. All entries with children 13 and under must be accompanied by an adult (at least 1 adult for every 10 kids).
9. An assigned, parade entry designee may hand walk individually wrapped candy, flyers, or other free items to the public along the parade route. There shall be no items thrown from vehicles or floats.
10. There shall be no discharge of firearms, firecrackers, or other pyrotechnics.
11. The authorized agent for each entry shall provide insurance coverage for the entry and its participants, if requested.
12. Displaying, dispensing, or the consumption of any alcoholic beverages, drugs, or drug paraphernalia is prohibited.
13. All participants shall maintain ethical behavior and perform in good taste. There should be no inappropriate dress or dance routines, no profanity, and no lewd and lascivious conduct through the duration of the parade.
14. Parade participants are not allowed to ride on the outside of moving vehicles, riding on hoods, fenders, sides, or roofs of vehicles, etc.
15. The "Best Overall Float" will be awarded \$500. It will be judged in accordance with the theme in the areas of originality, personality, most creative, and most colorful. All other categories will be awarded accordingly.
16. All participants shall indemnify and hold harmless the Southwest Orlando Jaycees against damages, liabilities, losses, actions, or expenses arising from injury, death, participant acts or omissions, representation, or obligation under this Agreement.
17. In the event of cancellation of the event due to an act of God, terrorism, riots, pandemic, epidemic or other causes beyond the control of Southwest Orlando Jaycees, all parties shall release each other from the terms and obligations described here and refunds will be distributed accordingly. There will be no refunds issued in the event of cancellation by any registered parade participant for any reason including but not limited to, sickness, physical disability, or any other unforeseen emergency.



### PARADE ENTRY SUMMARY

Business/Organization: \_\_\_\_\_

Official Title & President/Contact Name: \_\_\_\_\_

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

Email/Phone: \_\_\_\_\_

Type of Business/Organization: \_\_\_\_\_

Primary Function: \_\_\_\_\_ Year Established: \_\_\_\_\_

Services Offered: \_\_\_\_\_

\_\_\_\_\_

Please briefly summarize your business, organization, or office and the reason the MLK Holiday Parade is important to your organization. The summary will be read as you approach the judge’s stage and incorporated into the Orange live recording of the parade on Orange TV. The summary may include your organization’s mission, history, location, accomplishments, services, or upcoming events. **\*\*A BRIEF DESCRIPTION OF EACH ENTRY IS MANDATORY\*\***

Brief Description: \_\_\_\_\_

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