



SOUTHWEST MOBILE COUNTY CHAMBER OF COMMERCE

Tillman's Corner Christmas Parade

Saturday, December 5th, 2026

10:30 am

The SouthWest Mobile County Chamber invites businesses, organizations, schools, churches, civic groups, entertainers, and community members to participate in our annual Christmas Parade. Participants are selected based on their ability to provide family-friendly entertainment that reflects the spirit of the holiday season.

The Ribbon Cutting Ceremony will begin promptly at 10:30 a.m., with the parade starting immediately afterward.

Parade Lineup

- Lineup Begins: 8:30 a.m.
- Location: W.C. Griggs Elementary School (6001 Three Notch Rd, Mobile, AL 36619)
- Parade positions are assigned on a first-come, first-served basis. There are no reserved lineup positions.

Participants are encouraged to distribute holiday treats and giveaways such as candy, beads, stuffed animals, and other small trinkets to parade attendees. **No alcoholic beverages are permitted.**

As part of our long-standing tradition, the SouthWest Mobile County Chamber provides the official Santa Claus for the parade. To preserve the excitement for children, we respectfully ask that **no other parade entry include a Santa Claus.**

Float Competition

Floats will be judged, and one entry will receive the Best Decorated Float award.

2026 Theme: "Tis the Season to be Jolly" (Classic Christmas)

Judging will begin at 10:00 a.m. Please ensure your float is fully decorated and in place before judging begins.

Registration

All parade participants must be pre-registered.

- Application Deadline: Friday, November 20th, 2026
- Late Registration: Accepted through Monday, November 30th, 2026, with a \$30 late registration fee.

Each application will be reviewed by the Parade Committee. Applicants will be notified regarding their participation status. The SouthWest Mobile County Chamber reserves the right to approve or deny any application and to make all final decisions regarding parade participation in order to preserve the quality, safety, family-friendly atmosphere, and traditions of the event.

Questions

For additional information, please contact the Tillman's Corner Community Center at (251) 666-2488 or email info@swmcchamber.com. Parade applications and packets may be picked up and returned to the Tillman's Corner Community Center, located at 5055 Carol Plantation Road, Mobile, AL 36619, behind W.C. Griggs Elementary School.

Entry Fees

\$150.00 Trailer/Walking Group (less than 25 people) Combo

\$75.00 Chamber Partner / \$100.00 Non-Partner - Float

\$50.00 25 people or less / \$75.00 over 25 people - Walking group

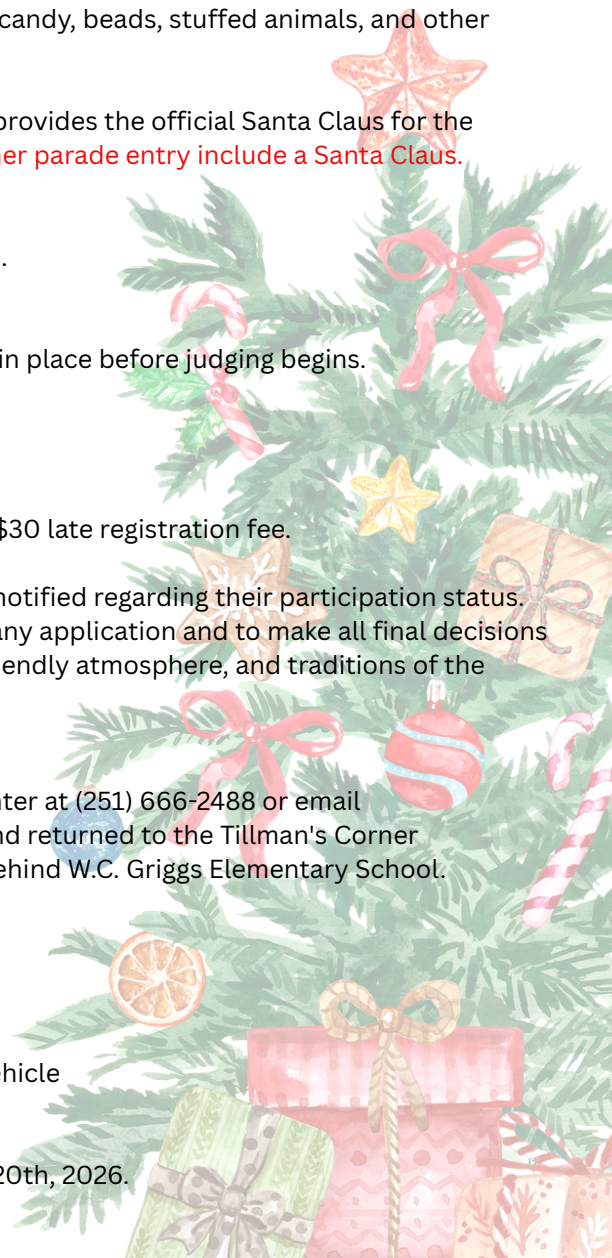
\$25.00 - Antique Vehicle (at least 25 years old) / \$40.00 - Wrapped Company Vehicle

\$10.00 - Motorcycles / Golf Cart

\$100.00 - Banner Sponsorship

There will be a \$30.00 late fee issued to applications received after November 20th, 2026.

Parade entry is non-refundable.





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Annual Christmas Parade Rules & Regulations

Registration/Float check in will begin at 8:30 am.

All Floats must be in line by 10:00 am on the day of the parade.

Judging for “Best Decorated Float” will begin at 10:00 am (Theme: “Tis the Season the be Jolly” [Classic Christmas]) and the parade will begin at 10:30 am.

1. All Floats must submit proof of insurance & drivers license of driver
2. There will be only one Santa Claus in the parade (He is on the Fire truck)
3. Consumption of Alcoholic beverages by drivers or any participants before or during the parade is strictly prohibited.
4. Each participant will provide their own throws
5. No horses are allowed in the parade (w/ the exception of the Sheriff's Office & Mobile Police Dept.)
6. All applications and floats are subject to approval by the SouthWest Mobile County Chamber of Commerce.
7. Children must be accompanied by an adult.
8. A participants/floats must have a waiver form completed and submitted to the SWMCCC or they will not be allowed to participate. All waivers are Due by December 1st, 2025.
9. Please make sure all floats are identified with name of organization.
10. You must be in line by 10:00 a.m. Line up will begin at W.C. Griggs at Three Notch Road; Mobile, AL.
11. All trash should be picked up around your staging area before the parade begins.
12. Sharp, hard or dangerous items should not be thrown from your float.
13. Only Christmas music can be played during parade.
14. No Adult behavior, Adult themed activities or Adult throws accepted.

Thank you for your participation and cooperation.

Parade officials have the authority to remove any participant who does not abide by all rules and regulations.



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Applicant Information

Please fill out the information below completely.

Return no later than Monday, November 30th, 2026 along with **entry fee and a copy of your insurance and drivers license**. All groups must provide proof of liability insurance.

First Name: _____ Last Name: _____

Organization/Group: _____

Position/Job: _____

Phone Number: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Alternate Contact Name: _____

Phone Number: _____ Email: _____

Provider of Liability Insurance: _____

Check the appropriate option that describes how you will be participating in the parade:

Float(# of riders)_____ Marching Unit(# of marchers) _____ Car (# of riders)_____ Motorcycle(# of riders)_____

Description of Entry (Theme, Color, Decoration, etc.) _____

NOTES: (Please describe all actions/parade throws) _____

Our Organization or I would like to participate in the Tillman's Corner Christmas Parade.

In doing so we/I release The SouthWest Mobile County Chamber of Commerce & Tillman's Corner Community Center from all liability.

(Authorized Signature)

(Date)

(Witness Signature)

(Date)

The SouthWest Mobile County Chamber of Commerce reserves the right to refuse entry to the parade to anyone it deems inappropriate or offensive to the community or families.



SOUTHWEST MOBILE COUNTY CHAMBER OF COMMERCE

Waiver & Release

Waiver and Release executed on the _____ day of _____, 2026. Releasing the SouthWest Mobile County Chamber of Commerce, Inc. its officers, members, employees, and agents from any and all claims or participant arising from participation in the event known as the SouthWest Mobile County Chamber of Commerce, Inc. Parade ("Event").

In exchange for the right to participate in the event, participant hereby waives, releases and discharges any and all claims for injuries to any person, including death or to property that participant may incur as a result of participant's participation in the event. This release discharges the SouthWest Mobile County Chamber of Commerce, Inc. its officers, members, employees, agents and all other promoters, sponsors, promoting clubs, officials, agents and any municipality or other public entity and their respective agents and employees ("Others") associated with the event, from and against any and all liability that may arise out of negligence, carelessness, gross negligence or wantonness on the part of the SouthWest Mobile County Chamber of Commerce, Inc. its officers, members, employees, and agents, others, or participants.

Participant understands and acknowledges that a serious accident can occur during activities such as this event. Knowing such risks, participants hereby assume all those risks and injury to person including death or to property related to event and releases and hold harmless and indemnifies the SouthWest Mobile County Chamber of Commerce, Inc. its officers, members, employees and agents and others for any such injury whether such injury arises from the SouthWest Mobile County Chamber of Commerce Inc. its officers, members, employees, and agents or others' negligence, carelessness, gross negligence, or wantonness, including but not limited to all costs and attorney fees.

Further, participant hereby grants full permission to any or all of the foregoing to use photographs, videotapes, motion pictures, recordings, or any other record of this event.

Participant agrees that this waiver and release shall be binding on participant's personal representatives, heirs, assigns, and next of kin.

Participant has carefully read and understands the foregoing waiver and release and signs this release as participant's own free act. Participant represents that in executing this document, that the party doing so has the full authority to enter into this agreement with the SouthWest Mobile County Chamber of Commerce, Inc. its officers, members, employees, and agents is relying upon execution of this document in allowing participant to participate in the event.

Participant understands that you must furnish your own insurance and is responsible for any and all accidents pertaining to participant and/or the float in which participant is riding.

Signature of Applicant _____ Date _____

Signature of Driver _____ Date _____

Signature of Witness _____ Date _____

Chamber Use Only:

Approved By _____ Date _____