

Freedom Festival Grand & Entertainment Parade Application Guidelines

 Important Dates

- **Priority Application Deadline:** May 1
- **Final Application Deadline:** June 4
- **Final Notification to Applicants:** June 12
- **Resubmission Deadline (if required):** June 19

Late or incomplete applications may not be considered.

 Entry Fees

Grand Parade

Entry Type Early Bird Standard Late (After June 6)

Commercial	\$100	\$200	\$250
Government	\$50	\$80	\$180
Nonprofit	\$50	\$80	\$180
Equestrian	\$20	\$40	\$140

Entertainment Parade

- **Entry Fee: \$200**

Required Image Submission

All applicants must provide a photograph or conceptual drawing of their float or entry at the time of application.

Applications submitted without an image will **not** be accepted. Please have your image ready before submitting.

Volunteer Requirement

All accepted entries are required to provide **two at-large volunteers**. These volunteers will be assigned by the Parade Committee to assist with parade operations.

GRAND PARADE GENERAL RULES

Freedom Festival Vision

The America's Freedom Festival at Provo (Freedom Festival) is a nonprofit foundation dedicated to honoring the founding of the United States of America through events that celebrate our country's freedoms, teaches the rising generations to appreciate and preserve these freedoms, honor those who have distinguished themselves in the cause of liberty nationally and internationally, and strengthen individuals in remembering their own civic duties and responsibilities. Central to the Freedom Festival's vision is GOD, FAMILY, FREEDOM and COUNTRY and it strives to promote love, unity, and patriotism in Utah and across the United States of America. Central to the Freedom Festival's vision are the values of:

God, Family, Freedom, and Country

The Freedom Festival strives to promote unity, love, and patriotism throughout Utah and the United States.

Parade Purpose and Application Requirements

The Grand Parade fulfills the Freedom Festival's vision by bringing the community together through a high-quality, family-friendly celebration. The parade is free to the public and made possible through sponsorships and volunteer support.

All applications must be submitted through the Freedom Festival's official online portal at www.freedomfestival.org. Late or incomplete applications may not be considered.

Each application must include:

1. A description of how the entry supports the Festival's vision
2. A detailed explanation of the entry's activities, performances, and entertainment
3. A list of all music used and how it will be broadcast (subject to approval)
4. A description of the quality and appearance of the float or vehicle
5. A photograph or conceptual drawing
6. Contact information for the primary coordinator, including email and cell phone number

The primary contact person must be present on parade day and is responsible for ensuring compliance with all rules. Any changes to this contact must be reported promptly.

Application Review Process

Applications that are incomplete, unlawful, vulgar, obscene, politically partisan, or disruptive will not be accepted.

The Parade Committee evaluates all applications for alignment with Festival values and parade standards. Approved applicants will receive notification and payment instructions. A parade spot is reserved only after full payment is received. All entries are required to supply 2 at large volunteers to be used in the parade as needed.

Parade Rules and Procedures

1. Number of Entries

The parade will include no more than 125 entries to ensure timely completion.

2. Setup and Inspection

All entries must be in position and ready for inspection at least two hours before the parade begins. Entries that are unsafe, poor in quality, or inconsistent with their approved application may be disqualified. All decisions are final.

3. Conduct and Behavior

Participants must behave in a manner consistent with Festival values. Inappropriate behavior may result in removal from the parade and future disqualification for up to five years.

Egregious behavior includes unlawful acts, political campaigning, vulgarity, or disruptive conduct.

4. Vehicles

Miscellaneous vehicles are not permitted unless specifically approved by the Parade Committee.

5. Distribution of Items

Grand Parade

Distribution of any items is prohibited.

Entertainment Parade

Distribution is permitted only with prior approval and must be conducted safely.

- Unauthorized distribution is prohibited
- Up to four walkers may distribute approved items
- No items may be thrown from vehicles
- Candy may only be passed out in the Entertainment Parade
- No distribution may encourage spectators to enter the street

Violations may result in immediate removal.

6. Signage

All signage must comply with Parade Signage Guidelines. Sponsor logos must not distract from the parade's purpose. Entry numbers must remain clearly visible.

7. Commercial Content

Commercial messaging must be tasteful, limited, and secondary to the parade theme.

8. Campaigning

The Freedom Festival is nonpartisan.

Political campaigning, signage, or messaging is prohibited. Elected officials may participate only in recognition of their office and not for campaign purposes.

9. Demonstrations and Protests

No demonstrations, protests, or advocacy activities are permitted.

10. Rule Compliance

Primary contacts are responsible for ensuring that all participants understand and follow parade rules and instructions.

11. Participant Responsibilities

Drivers

Drivers must maintain full control and have adequate visibility. Safety personnel must be provided when necessary.

Riders

Riders must be properly dressed and secured.

Walkers

Participants must not encourage spectators to enter the street. Safety is the highest priority.

12. Parade Flow

Participants must maintain spacing and follow instructions from parade officials to ensure smooth operation. Bands are encouraged to perform regularly, especially near the grandstand.

13. Rule Violations

Failure to follow parade rules may result in immediate removal and future disqualification for up to five years.

ABOUT THE PARADE

Join us at **9:00 AM** for the Grand Parade — the largest parade of its kind in the Western United States — celebrating **God, Freedom, Family, and Country**.

This spectacular event features marching bands, professionally designed floats, giant helium balloons, exciting equestrian entries, and outstanding local and national performers. We will also proudly honor members of the military and first responders as they participate in the parade.

Each entry embraces the unique opportunity to promote patriotism and traditional family values to more than **350,000 spectators** through music, displays, dance, and other creative and meaningful expressions.

The **Entertainment Parade** begins at **8:00 AM**, followed by the **Grand Parade at 9:00 AM**.

Parade Route:

The Grand Parade follows its traditional route:

- Begins at **1000 North University Avenue**
- Proceeds south to **200 South**

- Turns east to **200 East**
- Turns north to **Center Street**
- Then continues east, to **900 East**
- Turns North to **300 North** where it concludes

We invite you to come early, bring your family, and be part of this unforgettable celebration of America.

MAP (add Center st to 300 N to map)

Bleacher Seats

1st day sales of Reserved bleacher seats for the Grand Parade are on ***June 1, 2026 from 9am-2pm*** at the Utah Valley Convention and Visitors Bureau, 220 West Center St, STE 100, Provo, for **1 day only**. After June 1, tickets will be sold at the Freedom Festival offices 4626 N 300 W, Provo, UT 84604 from *June 2, 2026* until tickets are sold out. Tickets are \$12 each. Call 801-818-1776 for information.

Parade Entry Theme, Rules, and Signup

The theme for parade entries is based on America's Freedom Festival mission statement, "To celebrate, teach, honor, and strengthen the traditional American values of God, family, freedom and country". Please submit application online. See link below.

See all Parade rule here: [Parade Rules – 2025](#)

Find the Parade Application here: [Freedom Festival Parade Application](#)

A Special Thank You

We extend our deepest appreciation to the hundreds of volunteers and their families who have worked tirelessly to bring this year's Grand Parade to life. Their sacrifices, dedication, and unwavering support are the heart of this extraordinary celebration.

We would especially like to recognize the members of the America's Freedom Festival Grand Parade Committee—a devoted group of individuals who have generously given their time and energy throughout the year to help make this one of the nation's premier parades. Their commitment ensures that this cherished tradition continues to inspire, uplift, and unite our community.

To all of our volunteers, we offer our sincere thanks. Your hard work, passion, and service have made this spectacular event possible, and we are truly grateful for your remarkable contributions.

Parade Chair – Terry Kennard

Vice Chair Entries – Tara Catmull

Vice Chair Operations – Steve Portter

Announcers – Aaron Samudio

Automobiles – Steve Potter

Balloons – Brandon Millet

Balloons – Paul Butterfield

Bands – Nancy Cannon

Bleachers – Kathy & Ernie Muirhead

Bleachers – Jerry & Becky Hinckley

Dignitaries- Paul Mix

Dignitaries – Cindy Kennard

Entertainment Parade – Megan Kennard

Equestrian Entries – Deb Christensen

Fund Raising – Guy Van Dyke

Judging / Awards – Mike Casperson

Media – Alan Abildskov

Military – Joe Morgan

Radio Comm. – Caryn Alacorn
Radio Comm.- Mike Preuss
Parade Route Manager – Jason Miller
Publicity – Jeffrey Strong
Security – Bill Lee
Security – Mike Hendriksen
Signs/Banners/Outwalkers – Joe Goff
Signs/Banners/Outwalkers – Sherrie Goff
Vending – Dallas Harken
Vending Asst. – Whitney Harken
Volunteers – Kim Van Dyke
BYU Police Liaison – Rick Moreno
Provo City Fire Liaison – Lynn Schofield
Provo City Liaison – Scott Henderson
Provo City Sanitation – Bryce Rolph
Provo City Police – Shilo Harris

Sign up genius link for 2026

<https://www.signupgenius.com/go/60B054AAEA828A3F49-62580653-freedom>