



TOWN OF  
MOORESVILLE

# STARS & STRIPES ON MAIN

MOORESVILLE | NORTH CAROLINA

PRESENTED BY



Contact Us



[mooresvillenc150.com](http://mooresvillenc150.com)



704-799-4258

## HOW TO PARTICIPATE

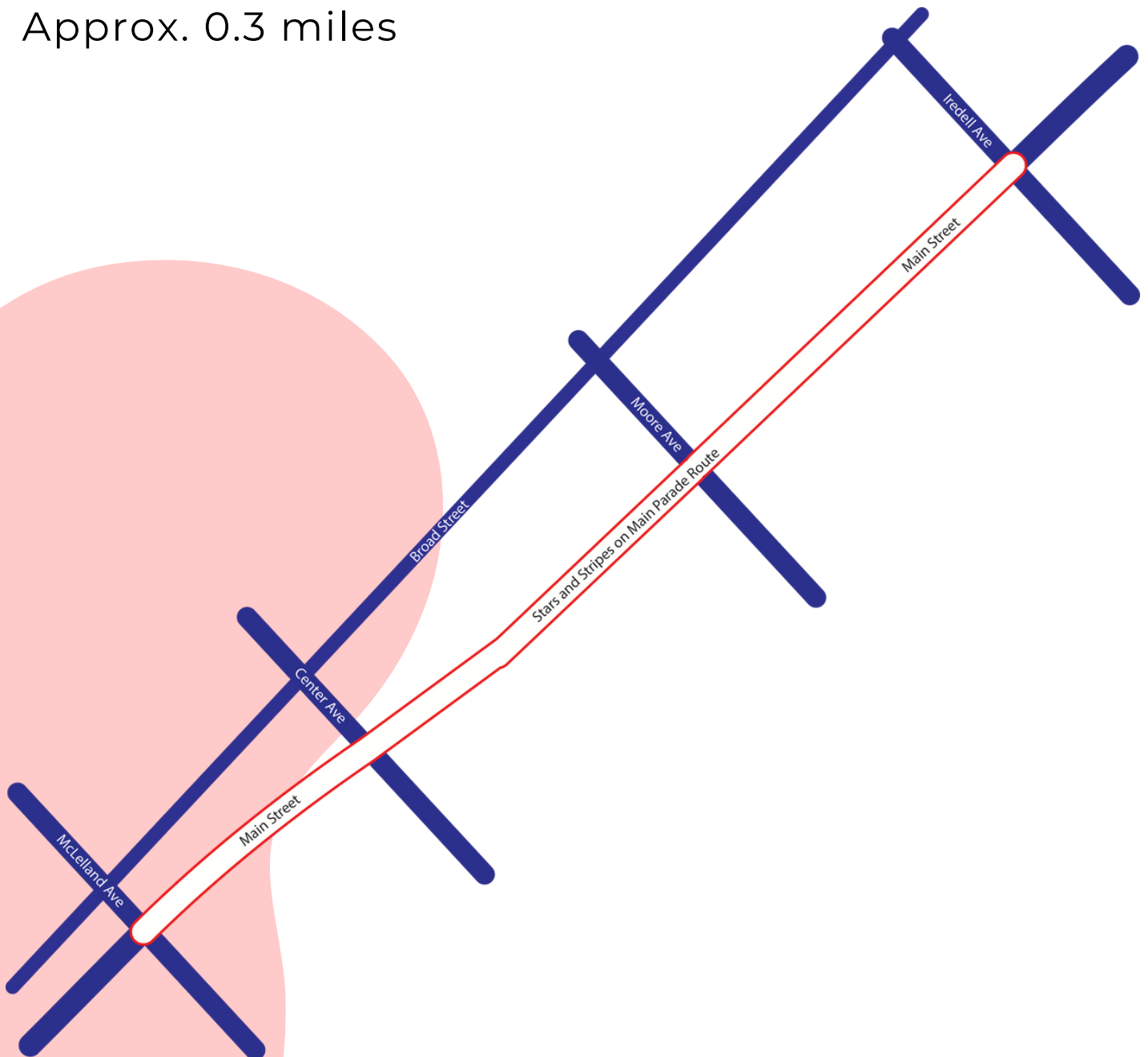
# PARADE INFORMATION

**DATE:** Tuesday, July 4, 2023

**PARADE BEGINS:** 10:00 a.m.

## PARADE ROUTE:

Starts at Iredell Avenue & Main Street  
and ends at McLelland Avenue & Main Street  
Approx. 0.3 miles



# PARADE ARRIVAL

Please bring a copy of the Parade Information Email that you received that includes important information you will need on the parade day. This includes:

- ★ Your parade entry number
- ★ Your specific staging location and a map that displays the staging area.
- ★ Your arrival time (arrival times vary by parade entry category)
- ★ Parking information
- ★ Breakdown information



# PARADE ARRIVAL, CONTINUED

- ★ Staging will take place on Main Street between Iredell Avenue and Statesville Avenue. Traffic will be one way to allow for proper staging.
- ★ Only parade vehicles will be allowed in the staging area.
- ★ Walking group participants should gather in their designated staging space.
- ★ If you park in a residential area, please do not block driveways or leave any trash or decorations on their property.
- ★ Arrive at your designated staging space at the designated arrival time. Participants that arrive after 9:30 a.m. will not be allowed entry into the parade and will be turned away.





# MOTORIZED UNITS

Please note that streets being used for staging will be one-way traffic only on parade day. Because of this, you will need to enter from a specific direction. Please follow the instructions below.

- ★ Please enter Main Street from McNeely or Park Avenue and you will be directed to your staging location.
- ★ Locate your designated staging spot by the posted signage.
- ★ The front of your vehicle should line up as close as possible to the unit number sign. Please ensure there is 10 feet of space in front of your entry.
- ★ Please remain in your designated spot until you are asked to move to the parade route by a volunteer.



# WALKING GROUPS, PERFORMERS, AND NON- MOTORIZED ENTRIES

- ★ Please walk to your designated staging location. (If you park at Patisserie Cafe shopping center or the back of Town Hall parking lot you will have easy access to staging area.)
- ★ Main St. will be closed to non-parade traffic from 6 a.m. to 1 p.m.
- ★ It will be up to each individual unit on where and how to pick up participants at the end of the parade route. (See Parade Breakdown page of packet.)
- ★ Please remain in your designated spot until you are asked to move to the parade route by a volunteer.
- ★ Performing Groups: The official performance area is at the corner of Main Street and Moore Avenue. Please keep performances to 30 seconds and then resume parade route. The judges will be located in the viewing stands for participants who are taking part in the contest.

# PARADE STAGING

Before you arrive, please refer to the parade information email you received (please bring a copy of the email with you.)

## Staging Arrival Time

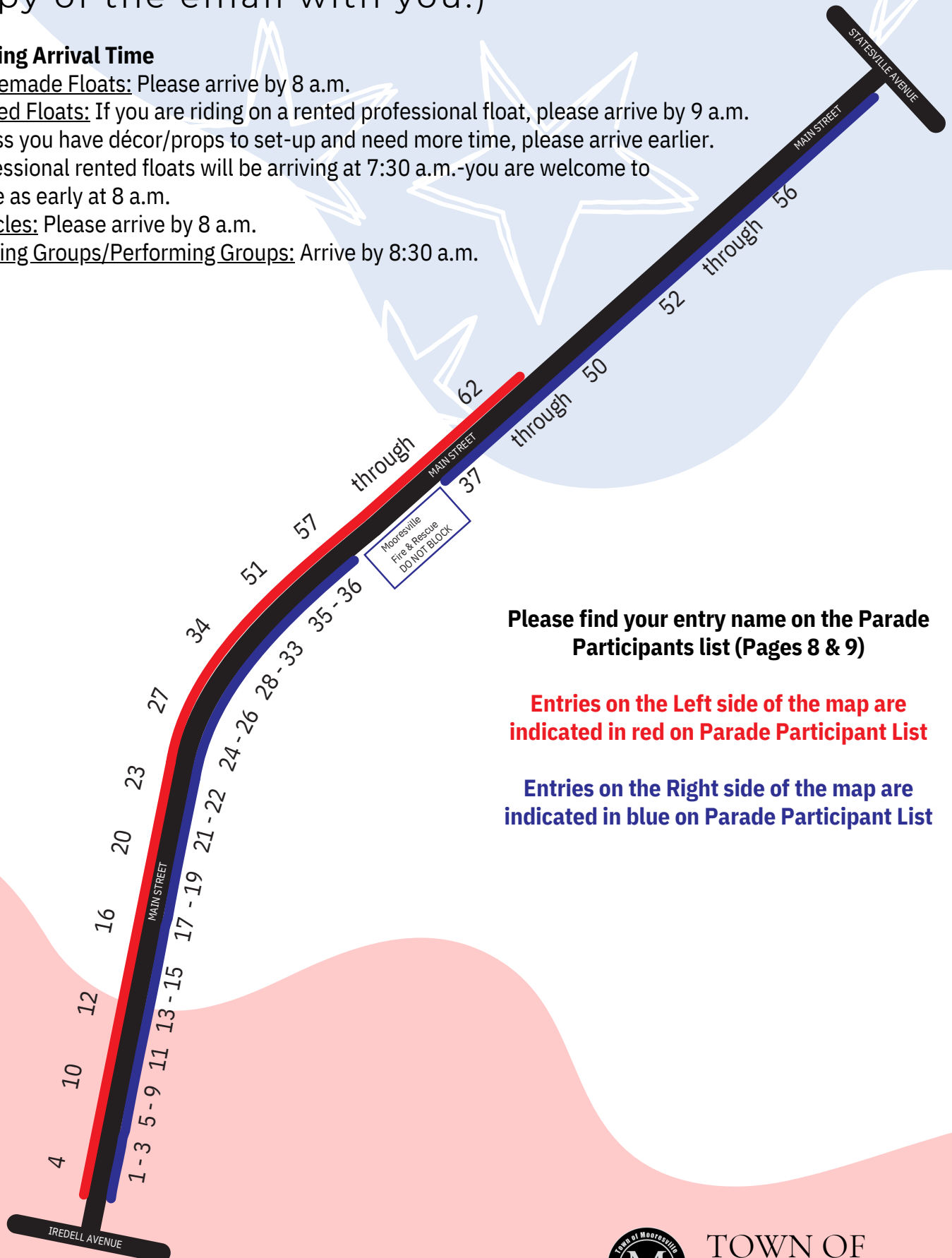
Homemade Floats: Please arrive by 8 a.m.

Rented Floats: If you are riding on a rented professional float, please arrive by 9 a.m. unless you have décor/props to set-up and need more time, please arrive earlier.

Professional rented floats will be arriving at 7:30 a.m.-you are welcome to come as early as 8 a.m.

Vehicles: Please arrive by 8 a.m.

Walking Groups/Performing Groups: Arrive by 8:30 a.m.



**Please find your entry name on the Parade Participants list (Pages 8 & 9)**

**Entries on the Left side of the map are indicated in red on Parade Participant List**

**Entries on the Right side of the map are indicated in blue on Parade Participant List**

# PARADE PARTICIPANTS

Mooreville Police Department  
Mooreville Fire & Rescue

1. Iredell County Sherriff Dept.
2. Cory Calloway - Grand Marshall
3. Spirit of Mooreville
4. Lowes Float
5. Lowes Walkers
6. Lowes Vehicle
7. Boy Scouts Pack/Troop 377
8. Mooreville Garden Club
9. Dan Gibby - Coldwell Banker
10. Mooreville Downtown Commission Float
11. Stilt Walkers
12. Mooreville CVB Float
13. Michelle Droddy - 1973 VW Bus
14. Mitchell Community College BLET
15. Dream Drill Team
16. Randy Marion Float
17. The McChills
18. Princess Carriage
19. Langtree Charter Academy
20. Mooreville Ford Float
21. Blue Star Mothers - NC4
22. Stilt Walkers
23. Mooreville 150 Float
24. Max Cooper
25. Jolly Roger
26. Senator Vickie Sawyer
27. Iredell Health Float
28. Town of Mooreville StormWater
29. NC Music Hall of Fame
30. Home Instead



# PARADE PARTICIPANTS CONT.

31. Bald Eagle Puppet
32. Rocket Carts
33. Winners Martial Arts
34. Lake Norman Philharmonic Float
35. Dive Bar
36. Piedmont Veterans Asst. Council
37. Bright Pediatric Dentistry
38. Decipher Escape Rooms
39. Mooresville HS Naval JROTC
40. Curves
41. Evening Exchange Float
42. Evening Exchange Classic Car
43. Evening Exchange Classic Car
44. Evening Exchange Classic Car
45. Guardians of the Children
46. Military Jeep
47. Military Vehicle
48. Huey Helicopter
49. Veterans Classic Car
50. Veterans Wagon
51. Mooresville Youth Council Float
52. Kevin Reed Motorsports
53. Marine Corps League of Iredell
54. Stilt Walkers
55. Lake Norman Water Tree
56. Next Step Dance Studio
57. D.E. Turner
58. Mooresville Middle School
59. Mooresville Realty Float
60. Deep Well Athletics
61. South Iredell Fire
62. Lake Norman Fire

# PARADE DO'S & DON'TS

## DO:

- ★ Look for parade volunteers in blue Mooresville shirts for information and assistance.
- ★ Be attentive and follow the entry in front of you. There should be around 2 car lengths (30-40 feet) of space between each entry.
- ★ It will be up to each individual unit on where and how to pick up participants at the end of the parade route.
- ★ the official performance area is located at the corner of Main Street & Moore Avenue. Put on your best show and keep performances to 30 seconds.
- ★ Be Safe! Drive slow and please watch for pedestrians and volunteers.

## DONT:

- ★ DO NOT be late for parade arrival/staging.
- ★ DO NOT throw items to the crowd.
- ★ DO NOT hand items to the crowd from a vehicle. Only walkers may hand out items.

# SHOW TIME

The parade will be live streamed on [neighborhoodtv.com](http://neighborhoodtv.com) and broadcasted on WHIP Radio 1350 AM/99.3 FM. They will be set up at the intersection on Main Street and Moore Avenue.

Put on your best smile and dress in your best red, white and blue attire to make this the best parade Mooresville has ever seen! Please keep a consistent pace throughout the parade.



Neighborhood TV



# OTHER RULES

- ★ Entry size limits are as follows; 13 feet in height, maximum length of 60 feet, maximum width of 12 feet
- ★ Horses must have a cleanup person or will not be allowed in the parade.
- ★ Homemade floats are required to have a fire extinguisher on the float.
- ★ The parade will be held rain or shine.
- ★ Only participants who identified participation on their application will be judged for the best float/entry contests.
- ★ Participants riding on floats may not get off or on once the entry begins moving, participants are either on or off the entry for the entire period of the parade
- ★ Organized performing groups should keep their formations to no more than 8 people wide, with an identifying banner or sign (minimum size 2.5'x6')
- ★ All parade participants must be dressed patriotically and/or decorate their entry
- ★ Walking groups/performers must continue moving forward during the parade. (with the exception of performers in the performance area for 30 seconds.)



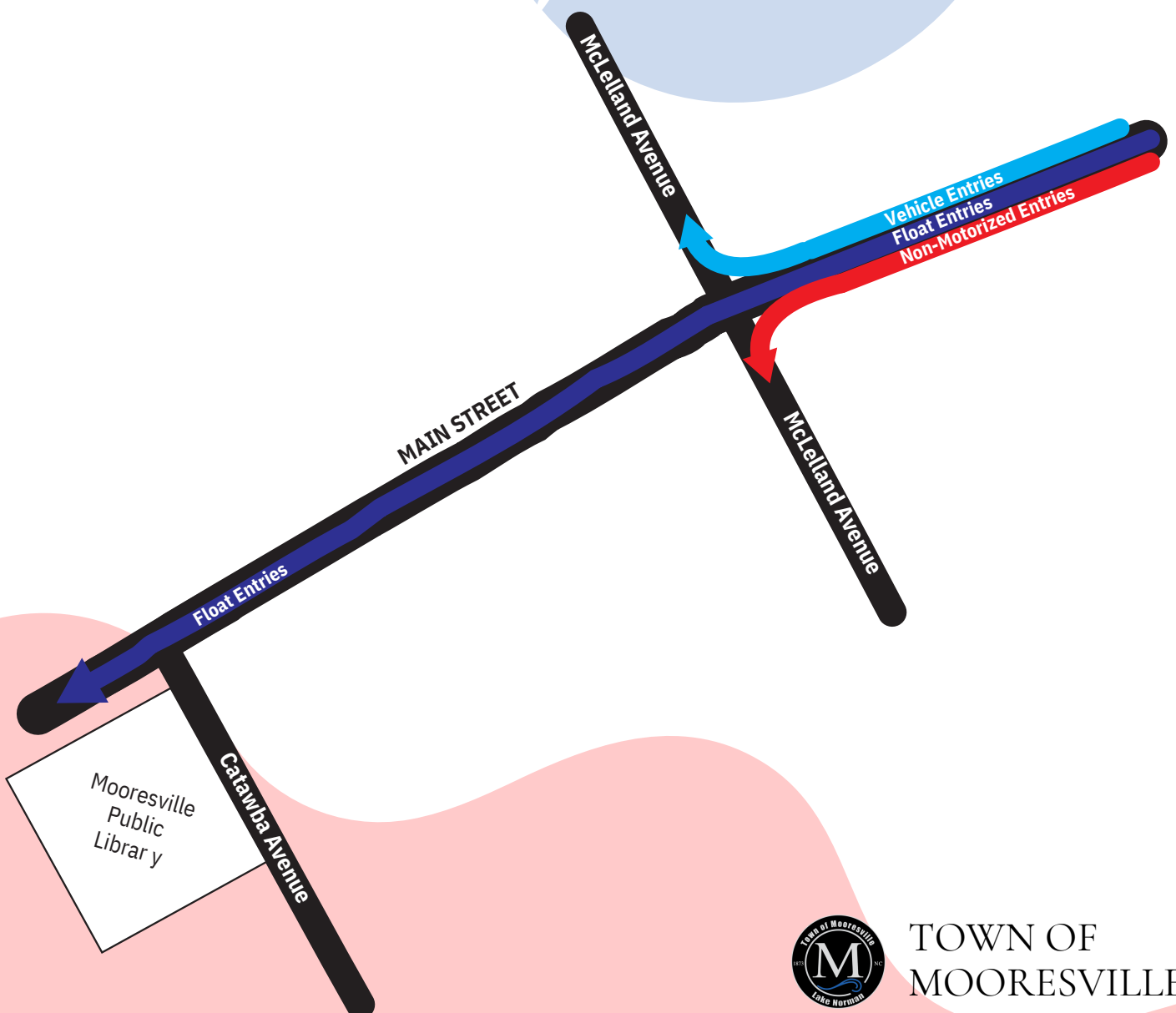
# PARADE BREAKDOWN

Main Street will be closed from Statesville Ave. to Wilson Ave. The parade route is from Iredell Ave. to McClelland Ave. only.

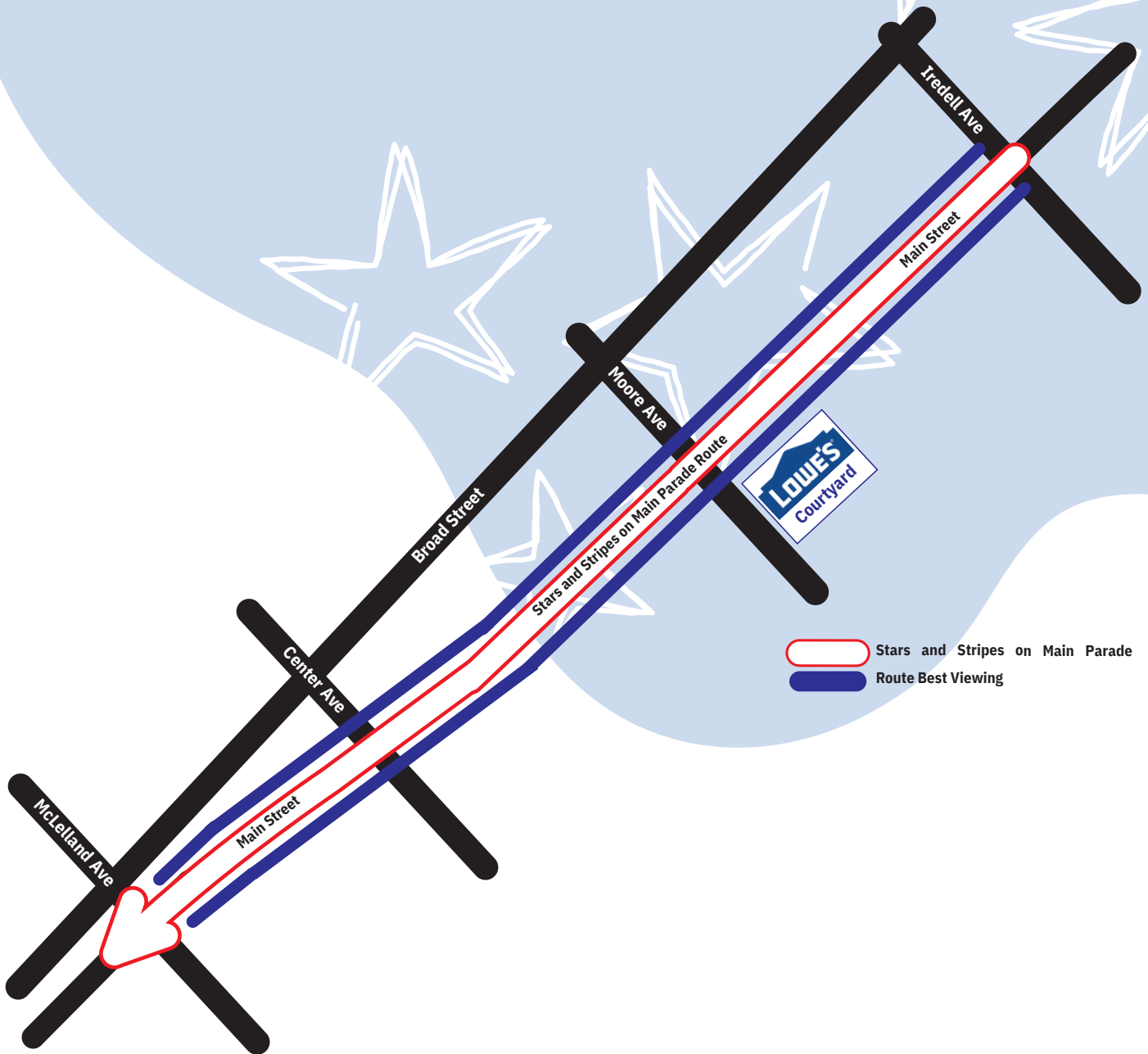
Once parade entries cross McClelland Ave., they should follow the map above to the appropriate breakdown area. Parade floats should continue straight on Main Street and pull to the left side of the road to break down between Catawba and Wilson Ave.

Walking Groups and Non-Motorized Entries should turn left at McLelland Ave. and follow the signs to the parking lot behind Wells Fargo for breakdown.

Vehicle Entries should turn right at McLelland Ave. and should exit the parade, find a parking lot to pull into to remove parade décor if needed.



# PARADE VIEWING ROUTE



**STARS & STRIPES ON MAIN**  
 MOORESVILLE | NORTH CAROLINA  
 PRESENTED BY **LOWE'S**



TOWN OF  
MOORESVILLE

# PARTICIPATION TIPS



## EYE CATCHING ENTRY

Use this opportunity to showcase your creativity and make your entry stand out. The vibrant red, white, and blue theme should be well-represented in your entry. This parade will be full of patriotic pride, make yours stand out.



## CLEAR BRANDING

The Stars and Stripes on Main Parade will feature approximately 100 entries. Make sure your brand doesn't get lost. Ensure all signage is easy to read and in a prominent location on your entry.



## THOUGHTFUL GIVEAWAYS

If you decide to include a giveaway, put thought into what you're distributing. Remember that items may not be thrown from your entry. Participants should walk along the parade route and hand out items. Giveaways should be free of solicitation. The best giveaways are items that can be used in everyday life or add to the parade fun!



## RALLY THE TROOPS

Use this opportunity to engage your customer base and employees. Make sure to share your participation on social media and invite customers to see you in the parade! Use the parade as an employee engagement opportunity to help build your team.



## HAVE FUN

Have fun with the theme and get into the patriotic/sesquicentennial spirit! Have all participants dress patriotically, participate in the parade contests, add music to your entry, etc. Mooresville will only celebrate its 150th Anniversary once. Make memories!

# TOOLS & RESOURCES

01

## FLOAT RENTALS

[www.clinesfloats.com](http://www.clinesfloats.com)  
[www.southeasternfloats.com](http://www.southeasternfloats.com)  
[www.kirbyparadefloats.com](http://www.kirbyparadefloats.com)

02

## FLOAT INSPIRATION

[Inspiration 1](#)  
[Inspiration 2](#)  
[Inspiration 3](#)

03

## FLOAT KITS/DECOR

[www.andersons.com](http://www.andersons.com)  
[www.lowes.com](http://www.lowes.com)  
[www.orientaltrading.com](http://www.orientaltrading.com)  
[www.amazon.com](http://www.amazon.com)  
[How to - DIY Float](#)

04

## BANNER COMPANY

Post Net Mooresville  
 Discounted pricing available  
[nc116@postnet.com](mailto:nc116@postnet.com)  
 704-660-1511

05

## ARTICLES

<https://plumgroveinc.com/best-parade-giveaways/>  
<https://idyoursself.com/blog/parade-preparedness-parade-promotional-products-branded-swag/>

# HOW TO REACH US

Office Hours: M - F 8:30 am - 5:00pm

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☎ Phone	704-799-4258
🌐 Website	<a href="http://Mooresvillenc150.com">Mooresvillenc150.com</a>