



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



# THE ESSENTIALS

Join us for the Stars & Stripes on Main Parade July 4th, 2023 at 10 AM in Downtown Mooresville! Help celebrate Mooresville's 150th Birthday and America's Birthday all in one day at this patriotic Fourth of July parade! This special Sesquicentennial event is one of this year's seven signature events in honor of Mooresville's 150th Anniversary. Be a part of history and show your hometown pride while participating in this imaginative display of patriotic floats, performers and community groups!



## DATE

Tuesday, July 4, 2023



## START TIME

10:00 a.m.



## LOCATION

Main Street, Downtown Mooresville



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!



TOWN OF  
MOORESVILLE

# 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

 Email	<a href="mailto:absherill@mooresvillenc.gov">absherill@mooresvillenc.gov</a>
 Phone	704-799-4258
 Website	<a href="http://Mooresvillenc150.com">Mooresvillenc150.com</a>



TOWN OF  
MOORESVILLE