MALVERN CHRISTMAS PARADE



Thursday, December 10th, 2026

6:30 p.m.

(Rain Date Friday, December 11th)

Location: Main Street Malvern

The parade will begin at 2nd Street and Main Street and proceed South on Main Street. The parade will conclude at the corner of Main ST and Highland ST. Participants will be directed in different directions. Floats and walking groups will be required to continue straight. Floats will need to go past Malvern High School before making any turns. Walking groups may choose their preferred point past Highland ST to stop walking. Single cars and trucks will be turning onto Highland ST to exit the route. This may help with so much congestion at the end of the parade. All other rules are included on next page.

Two Competing Divisions

***Santa's Award* - Best Overall: $175**

- ***Civic/Church Groups***
  - **1st Place: $150**
  - **2nd Place: $125**
  - **3rd Place: $100**
- ***Corporate/Retail***
  - **1st Place: $150**
  - **2nd Place: $125**
  - **3rd Place: $100**

Deadline for Entries:

Friday, December 4th

Parade Contact: Ashley Savage
501-332-6955

Mail Entries to:
MNB
PO Box 370
Malvern, AR 72104

OR

Drop off at any MNB Branch

Parade Sponsored by:

MNB

MALVERN NATIONAL BANK

RULES AND REGULATIONS

1. Deadline for parade entry is Friday, December 4, 2026.

2. The actual float/car/truck in the parade will be required to pass through the check in station. You must come from Highway 67 (Page ST/Stanley ST) and turn onto Olive St toward Stafford Real Estate (Formally McClures Real Estate) and the HSC Courthouse. The check-in station will be located at the corner of the HSC courthouse and Stafford's.

3. All entries must be in place by 6:00 P.M. on day of parade. You may begin lining up at 5:00 P.M. One person must remain with vehicle at all times in the event it is required to be moved.

4. All entries should be creative and a Christmas theme of choice. All entries must be structurally safe. Judges will score entries with an overall scoring of creativity, theme, and craftsmanship.

5. All entries must be decorated at least 50% on all sides. This includes cars/trucks. Draping garland and placing a wreath is not 50% decoration of a vehicle. Christmas displays are recommended. If requirements are not met, your entry may be declined by parade officials.

6. Motorcycle Clubs will participate with emergency vehicles to kick off the parade.

7. Animals must be leashed/harnessed. Horses will follow behind Santa. All animals must remain in control. The Christmas Parade committee or sponsor will not be responsible for any incidents.

8. Children under 18 must have adult supervision.

9. All participants with your organization should be reminded that they will not be permitted to drive through the line up to drop anyone or anything off. They must park and walk. This includes delivering their child to the entry.

10. The driver of the entry must be a licensed adult and keep a distance of 15 feet from the entry in front of them. Please avoid gaps. Do not fall behind. In addition, the driver should be very alert and cautious due to the crowd and other participants. They should maintain good control of vehicle at all times. The Christmas Parade committee or sponsor will not be responsible for any incidents.

11. No political campaigning or advertisements. Elected City/County/State officials will be allowed.

12. **CODE OF CONDUCT:** The Malvern Christmas Parade is a family-friendly event for all ages, and every entry in the parade is expected to respect this. All costumes, outfits, behavior, attitude, language, and dance moves must be appropriate for a young audience and will be held to a high standard. Failure to comply may result in being asked to leave the parade immediately with no warning and jeopardize a group's approval to participate in following years. All decisions are at the discretion of parade officials and final.

13. **SAFETY:** Anything deemed dangerous by parade officials will not be allowed. No exceptions.

14. **NO CANDY THROWING. Your walkers may hand out candy, but any throwing of candy will not be allowed.**

15. **NO LIVE SANTAS! There is only one Santa and we have reserved him. He will be at the end of the parade.** (Santa Hats allowed - The Grinch is not Santa, he is a Grinch and he is welcome).

2026 MALVERN CHRISTMAS PARADE ENTRY FORM

Contact Name: _____

Organization Name: _____

☐ Civic/Church Group OR ☐ Corporate/Retail

Contact Day Phone: _____ Alternate Phone: _____

Type of Entry: ☐ Float Type of vehicle pulling float: _____

☐ Car ☐ Truck

☐ Walkers

Description of Christmas Float or Decoration: _____

_____

_____

_____

_____

_____

Applicant has received all rules for the parade. Applicant will and does hereby indemnify and hold harmless Malvern National Bank and the City of Malvern, and their respective officers, directors, employees, agents and volunteers, from any and all claims, liability and damages that may arise as a result of their participation in the Malvern Christmas Parade, which may occur from any cause, including but not limited to negligence, gross negligence and recklessness, before, during or after the Malvern Christmas Parade.

Date: Signature of Applicant(required) _____