

2025 NEPTUNE FESTIVAL GRAND PARADE APPLICATION

SEPTEMBER 27, 2025 | ATLANTIC AVENUE | VIRGINIA BEACH OCEANFRONT | 11:30AM-1PM

PARADE THEME - "NEPTUNE'S KINGDOM: FROM SHORE TO SEA"

IMPORTANT APPLICATION INFORMATION:

The purpose of the Virginia Beach Neptune Festival is to provide a quality, safe, and diverse mix of events and activities, which will enhance family values and togetherness and showcase the unique location of Virginia Beach as a city by the sea.

**SUBMITTING AN APPLICATION OR HAVING PARTICIPATED IN PAST PARADES WILL NOT CONSTITUTE
AUTOMATIC ACCEPTANCE AS A PARADE UNIT.**

The Virginia Beach Neptune Festival will choose those applicants that contribute broad entertainment appeal to our entire audience, and which support the mission and values of the festival. Concepts that will not be permitted in the parade include, but are not limited to: Politics, Proselytizing, Gambling, Psychic Readings, Tobacco Products (including Vape), CBD, Hemp Products, and Alcohol. Selection choices are made by the Virginia Beach Neptune Festival and are final.

PARADE UNIT MAIN APPLICATION INFORMATION:

NAME OF UNIT (as it should be announced): _____

CONTACT PERSON NAME(S): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PRIMARY TELEPHONE: _____ SECONDARY TELEPHONE: _____

PRIMARY EMAIL: _____

SECONDARY EMAIL: _____

DOES YOUR UNIT REPRESENT A COMMERCIAL BUSINESS? YES NO

IS YOUR UNIT A NON-PROFIT OR EDUCATIONAL ORGANIZATION? YES NO

IS YOUR UNIT REGISTERED AS A 501(c)3? YES NO

TYPE OF UNIT (Circle ONE option from below):

FLOAT | WALKING/DANCE | MOTORIZED | EQUESTRIAN | OTHER

***Please complete **only** the following page that corresponds with your above choice. ***

APPLICATION DEADLINE: AUGUST 15, 2025

Contact Emma Applebach at the Virginia Beach Neptune Office by phone after August 15th before applying – (757) 498-0215

Return application to Virginia Beach Neptune Festival | 265 Kings Grant Road Suite 102 | Virginia Beach VA 23452

757.498.0215 | emma@neptunefestival.com

NEPTUNE FESTIVAL GRAND PARADE

GENERAL UNIT INFORMATION

Closely review the following guidelines before submitting any type of parade unit application:

- Plan for parade day:
 - Arrival – 9:30am at Atlantic Ave and 5th Street
 - Float Judging: 10:30am in staging position on Atlantic Ave between 9th and 15th Streets
 - Floats will be judged based on creativity, style, and showmanship of the entire unit.
 - Parade Start Time: 11:30am at Atlantic Ave and 15th Street
 - Parade End Time: approximately 1pm at Atlantic Ave and 33rd Street
- **All units must exhibit the theme of the parade in some manner through decoration, music, costumes, signage, etc.** Every design element including (but not limited to) music, decoration, costumes, and signage **MUST** be family-friendly, PG-rated. No explicit language or gestures are permitted on the parade route, and Virginia Beach ordinances prohibit public consumption of alcohol outside of an ABC licensed area.
- Incomplete applications will not be considered for parade participation. Each of the following unit pages outline at the bottom of each page what is required for your application to be considered complete.
- **Units should not stop at any point on the parade route and should maintain proper spacing.** Please ensure that your participation is planned in such a way that up to 20 blocks may be traversed in a steady manner. *Dance performances should be choreographed to keep the units moving forward, and no unit should stop in front of the reviewing stand at 25th Street during the parade.* Please ensure that all unit participants who will be walking can sustain a 15 minute per mile pace for 20 city blocks.
- Units are welcome to distribute non-political/non-religious items such as candy, beads, or other relevant “swag.”
 - Items being distributed must be handed directly to parade observers on the sidewalks by individuals walking with the unit – **nothing may be thrown into the crowds at any time.** Throwing of items will result in immediate removal from the parade and will be kept in consideration for future participation in the parade.
 - The main body of the unit **MUST** keep moving in a steady manner down the parade route while items are being distributed. Any unit coming to a complete stop on the parade route to distribute items may be asked to exit the parade early.
- Larger units will be reviewed due to extended staging space and parade timing. If the Parade Committee determines that your unit is quantified as a larger group, you will be contacted for further discussions on accommodation that may be needed.

BY SUBMITTING AN APPLICATION, YOU AGREE TO FOLLOW ALL DIRECTIONS FROM VBPD & PARADE STAFF DURING THE EVENT

Thank you for your understanding and cooperation as we strive to keep the parade safe, free, and fun for all!

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757.498.0215 | emma@neptunefestival.com

FLOAT APPLICATION

NOTE: PLEASE BE AWARE THAT THERE IS STAGING AND WAITING TIME INVOLVED BEFORE STEP OFF. DEPENDING ON WHEN YOU ARRIVE AND YOUR POSITION IN THE PARADE, VEHICLES COULD BE SITTING FOR UP TO 3 HOURS IN THE SUN.

HOW MANY VEHICLES ARE WITH YOUR UNIT? _____

HOW MANY PEOPLE ARE WITH YOUR UNIT? _____

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR FLOAT AND HOW IT TIES INTO THE PARADE THEME
(MUST ALSO SUBMIT A PHOTO OR SKETCH OF YOUR FLOAT PLAN):

FLOAT UNITS ARE ENCOURAGED TO HAVE A MUSICAL ELEMENT. WILL YOUR FLOAT USE MUSIC?

YES

NO

IF YES, PLEASE BRIEFLY DESCRIBE YOUR MUSICAL PLAN:

DESCRIBE THE FUNCTION AND PURPOSE OF YOUR BUSINESS OR ORGANIZATION:

IN 100 WORDS OR LESS, DESCRIBE YOUR UNIT AS YOU WOULD LIKE IT ANNOUNCED (PARADE MASTER OF CEREMONIES ARE THE ONLY AUTHORIZED ANNOUNCERS DURING THE PARADE. THE PARADE COMMITTEE RESERVES THE RIGHT TO EDIT UNIT ANNOUNCEMENTS FOR BREVITY AND/OR CONTENT):

APPLICATION COMPLETION CHECKLIST:

☐ PARADE APPLICATION COVER PAGE

☐ FLOAT APPLICATION PAGE

☐ PHOTO OR SKETCH OF FLOAT DESIGN

WALKING / DANCING APPLICATION

NOTE: PLEASE BE AWARE THAT THERE IS STAGING AND WAITING TIME INVOLVED BEFORE STEP OFF. DEPENDING ON WHEN YOU ARRIVE AND YOUR POSITION IN THE PARADE, VEHICLES COULD BE SITTING FOR UP TO 3 HOURS IN THE SUN.

HOW MANY VEHICLES WILL DRIVE THE PARADE ROUTE WITH YOUR UNIT? _____

HOW MANY PEOPLE WILL WALK ON THE PARADE ROUTE WITH YOUR UNIT? _____

HOW MANY VEHICLES WILL NEED TO PARK AT DISASSEMBLY @ 33rd ST TO PICK UP PARTICIPANTS AT THE END OF THE PARADE? (NOTE: VEHICLES AT DISASSEMBLY MUST HAVE A DRIVER WITH THEM AT ALL TIMES, EVEN DURING THE PARADE. IF THE DRIVERS WISH TO VIEW THE PARADE, PLEASE HAVE THEM UTILIZE PUBLIC PARKING AND CREATE A RENDEZVOUS PLAN WITH YOUR GROUP AHEAD OF PARADE DAY.) _____

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR UNIT, ANY RECENT AWARDS/HONORS RECEIVED, AND DESCRIBE HOW YOUR UNIT WILL KEEP WITH THIS YEAR'S PARADE THEME; **MUST ALSO SUBMIT A RECENT PHOTO OF YOUR GROUP AND LINK TO A VIDEO OF A RECENT PERFORMANCE.**

IF YOU PLAN TO HAVE MUSIC, PLEASE BRIEFLY DESCRIBE YOUR MUSICAL PLAN:

DESCRIBE THE FUNCTION AND PURPOSE OF YOUR BUSINESS OR ORGANIZATION:

IN 100 WORDS OR LESS, DESCRIBE YOUR UNIT AS YOU WOULD LIKE IT ANNOUNCED (PARADE MASTER OF CEREMONIES ARE THE ONLY AUTHORIZED ANNOUNCERS DURING THE PARADE. THE PARADE COMMITTEE RESERVES THE RIGHT TO EDIT UNIT ANNOUNCEMENTS FOR BREVITY AND/OR CONTENT):

APPLICATION COMPLETION CHECKLIST:

- ☐ PARADE APPLICATION COVER PAGE
- ☐ WALKING / DANCING APPLICATION PAGE
- ☐ PHOTO OR SKETCH OF FLOAT DESIGN

MOTORIZED APPLICATION

NOTE: PLEASE BE AWARE THAT THERE IS STAGING AND WAITING TIME INVOLVED BEFORE STEP OFF. DEPENDING ON WHEN YOU ARRIVE AND YOUR POSITION IN THE PARADE, VEHICLES COULD BE SITTING FOR UP TO 3 HOURS IN THE SUN.

HOW MANY VEHICLES WILL DRIVE THE PARADE ROUTE WITH YOUR UNIT? _____

HOW MANY PEOPLE WILL WALK ON THE PARADE ROUTE WITH YOUR UNIT? _____

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR UNIT, ANY RECENT AWARDS/HONORS RECEIVED, AND DESCRIBE HOW YOUR UNIT WILL KEEP WITH THIS YEAR'S PARADE THEME; **MUST ALSO SUBMIT A RECENT PHOTO OF YOUR GROUP.**

IF YOU PLAN TO HAVE MUSIC, PLEASE BRIEFLY DESCRIBE YOUR MUSICAL PLAN:

DESCRIBE THE FUNCTION AND PURPOSE OF YOUR BUSINESS OR ORGANIZATION:

IN 100 WORDS OR LESS, DESCRIBE YOUR UNIT AS YOU WOULD LIKE IT ANNOUNCED (PARADE MASTER OF CEREMONIES ARE THE ONLY AUTHORIZED ANNOUNCERS DURING THE PARADE. THE PARADE COMMITTEE RESERVES THE RIGHT TO EDIT UNIT ANNOUNCEMENTS FOR BREVITY AND/OR CONTENT):

APPLICATION COMPLETION CHECKLIST:

- ☐ [PARADE APPLICATION COVER PAGE](#)
- ☐ [MOTORIZED APPLICATION PAGE](#)
- ☐ [RECENT PHOTO OF GROUP](#)

EQUESTRIAN APPLICATION

*****NOTE: PLEASE BE AWARE THAT THERE IS STAGING AND WAITING TIME INVOLVED BEFORE STEP OFF. DEPENDING ON WHEN YOU ARRIVE AND YOUR POSITION IN THE PARADE, HORSES COULD BE WAITING FOR UP TO 3 HOURS IN THE SUN. WE RECOMMEND OFFLOADING HORSES AT THE VIRGINIA BEACH CONVENTION CENTER AT 1000 19TH STREET AND RIDING THE HORSES TO THE PARADE STAGING AREA ON ATLANTIC AVENUE FROM THERE. *****

HOW MANY HORSES WILL WALK THE PARADE ROUTE WITH YOUR UNIT? _____

HOW MANY PEOPLE WILL WALK ON THE PARADE ROUTE WITH YOUR UNIT? _____

HOW MANY VEHICLES WILL DRIVE THE PARADE ROUTE WITH YOUR UNIT? _____

HOW MANY VEHICLES NEED TO PARK AT DISASSEMBLY TO PICK UP PARTICIPANTS AT THE END OF THE PARADE? (NOTE: VEHICLES AT ATLANTIC AVE DISASSEMBLY MUST HAVE A DRIVER WITH THEM AT ALL TIMES, EVEN DURING THE PARADE. IF THE DRIVERS WISH TO VIEW THE PARADE, PLEASE HAVE THEM UTILIZE PUBLIC PARKING AND CREATE A RENDEZVOUS PLAN WITH YOUR GROUP AHEAD OF PARADE DAY.) _____

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR UNIT, ANY RECENT AWARDS/HONORS RECEIVED, AND DESCRIBE HOW YOUR UNIT WILL KEEP WITH THIS YEAR'S PARADE THEME; **MUST ALSO SUBMIT A RECENT PHOTO OF YOUR GROUP.**

DESCRIBE THE FUNCTION AND PURPOSE OF YOUR BUSINESS OR ORGANIZATION:

IN 100 WORDS OR LESS, DESCRIBE YOUR UNIT AS YOU WOULD LIKE IT ANNOUNCED (PARADE MASTER OF CEREMONIES ARE THE ONLY AUTHORIZED ANNOUNCERS DURING THE PARADE. THE PARADE COMMITTEE RESERVES THE RIGHT TO EDIT UNIT ANNOUNCEMENTS FOR BREVITY AND/OR CONTENT):

APPLICATION COMPLETION CHECKLIST:

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- ☐ EQUESTRIAN APPLICATION PAGE
- ☐ RECENT PHOTO OF GROUP

OTHER APPLICATION

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PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR UNIT AND DESCRIBE HOW YOUR UNIT WILL KEEP WITH THIS YEAR'S PARADE THEME; **MUST ALSO SUBMIT A RECENT PHOTO OF YOUR GROUP.**

HOW MANY VEHICLES WILL ACCOMPANY YOUR GROUP ON THE PARADE ROUTE? _____

HOW MANY PEOPLE WILL ACCOMPANY YOUR GROUP ON THE PARADE ROUTE? _____

IF YOU PLAN TO HAVE MUSIC, PLEASE BRIEFLY DESCRIBE YOUR MUSICAL PLAN:

HOW MANY VEHICLES NEED TO PARK AT DISASSEMBLY TO PICK UP PARTICIPANTS AT THE END OF THE PARADE? (NOTE: VEHICLES AT DISASSEMBLY MUST HAVE A DRIVER WITH THEM AT ALL TIMES, EVEN DURING THE PARADE. IF THE DRIVERS WISH TO VIEW THE PARADE, PLEASE HAVE THEM UTILIZE PUBLIC PARKING AND CREATE A RENDEZVOUS PLAN WITH YOUR GROUP AHEAD OF PARADE DAY.) _____

DESCRIBE THE FUNCTION AND PURPOSE OF YOUR BUSINESS OR ORGANIZATION:

IN 100 WORDS OR LESS, DESCRIBE YOUR UNIT AS YOU WOULD LIKE IT ANNOUNCED (PARADE MASTER OF CEREMONIES ARE THE ONLY AUTHORIZED ANNOUNCERS DURING THE PARADE. THE PARADE COMMITTEE RESERVES THE RIGHT TO EDIT UNIT ANNOUNCEMENTS FOR BREVITY AND/OR CONTENT):

APPLICATION COMPLETION CHECKLIST:

- ☐ **PARADE APPLICATION COVER PAGE**
- ☐ **OTHER APPLICATION PAGE**
- ☐ **RECENT PHOTO OF GROUP**