



2026 Parade Rules and Regulations

I. Parade Information

The Rockville Memorial Day Parade will take place on Monday, May 25, 2026, at 10:30 a.m.

Parade Route: N. Washington St. beginning at Martins Ln., head South on N. Washington St., left onto Beall Ave., right on Maryland Ave. through Rockville Town Square and, left onto E. Montgomery Ave.

II. Application Information

Application Deadline: Applications must be received by no later than Friday, May 15, 2026.

Applications can be submitted via:

- Mail: Rockville Recreation and Parks, 6 Taft Court, Suite 301, Rockville, MD 20850
- E-mail: cwillis@rockvillemd.gov
- In-Person: Rockville Recreation and Parks, 6 Taft Court, Suite 301, Rockville, MD 20850

Selection Criteria: Applications submitted by the deadline date will be reviewed and selected to participate based on the following criteria:

- Completion of the application and submission by deadline date
- Parade experience
- Meets criterion of their selected category
- Contributes to the entertainment value of the parade
- Reflects the parade theme

Priority will be given to those groups within Rockville City Limits.

Notification: Applicants will be notified via e-mail of the panel's decision by no later than Tuesday, May 19, 2026.

The City of Rockville reserves the right to reject or accept any parade unit for any reason whatsoever, and to determine participation based on suitability for the occasion. All decisions are final.

III. Parade Theme

This year's visual theme is "America 250." Your unit can reflect the theme by finding a way to visually celebrate America's 250th birthday with décor or performances that honor America's 250 years. The City encourages groups to reflect this theme in their unit's appearance, content and message.

IV. Participant Categories

- **Businesses (Maximum Unit Participants - 20):** Businesses may participate if they provide an entertainment value to the parade. Examples of entertainment value include, but are not limited to floats, dancers, clowns, etc. Wrapped vehicles and/or mascots are not considered entertainment value. The City reserves the right to determine what qualifies as entertainment value. Businesses may not hand out fliers, giveaways, etc. along the route.
- **Civic, scout troops, non-profit or community group (Maximum Unit Participant - 50):** These groups are comprised of citizens with common interests who volunteer their services to fill a community need or whose primary audience is education and enriching the lives of the community.
- **Color guard or drill unit (Maximum Unit Participants - 50):** These units deploy on foot and may perform routines based on military drill. No motor vehicles are permitted to accompany these units without prior approval.
- **Cultural organization (Maximum Unit Participants - 50):** These groups reflect a cultural theme or program.
- **Dance, pom-pom or cheer unit (Maximum Unit Participants - 75):** These groups execute routines and may carry flags or pom-poms. Their movements are also based in dance and may also contain gymnastics.
- **Float unit (Maximum Unit Participants - 50):** A "float" refers to a display that is towed by a separate vehicle, or self-propelled, and which is decorated to show a unified theme. The judges' decision as to what constitutes a float is final.
- **Marching band or drum line (Maximum Unit Participants - 75):** These are organized units that deploy on foot, play live music, and perform with it. No motor vehicles are permitted to accompany these units without prior approval.
- **Veterans' organization (Maximum Unit Participants - 50):** A post or organization of past or present members of the United States Armed Forces, or group who offer benefits, services to those who served in the Armed Forces.
- **Elected officials (Maximum Unit Participants - 50)**
Current elected officials may participate in City of Rockville parades, including City of Rockville, other municipal, county, state and federal elected officials. Individuals who are not elected officials and are candidates for non-City of Rockville elected office may not participate in City of Rockville parades.

Please read the City's Campaign Policy attached to the end of the Parade Rules and Regulations, and review pages 3 and 4 for additional information on parade participation. Please note that the City's Campaign Policy regarding Parades is subject to change.

V. Parade Rules and Regulations

1. Participants. The applicant is responsible for the conduct of ALL participants and agrees to notify ALL participants of these rules and regulations. All parade units must comply with the maximum number of participants as stated in section IV.
2. Vehicles. All parade units are limited to one motor vehicle unless prior approval is obtained. Vehicles participating in the parade must have vehicle registration and insurance as required by the State of Maryland. Proof of registration and insurance must be kept in the vehicles at all times and available to present to the City upon request. Approved applicants will be asked to provide vehicle make, model and color after their application has been accepted.
3. Driver Instructions. Drivers must possess a valid driver license and be at least 18 years of age. During the parade, drivers must maintain 50 feet from the preceding unit, go no faster than 8 MPH and have a 180-degree unrestricted view.
4. Marching Procedures. There is no stopping at the review stand, and groups must move with forward progress for the entire parade. Groups who stop and perform along the route may be disqualified from winning awards.
5. Riders. Participants riding a bicycle or other wheeled apparatus must wear a helmet. *All participants riding or standing on a float or vehicle must wear a safety belt, have two handholds, or back support. Chairs and benches must be secured to the float or vehicle.* Floats must be structurally and safely designed. Floats must adhere to the supervisory standard of one adult for every four children. Floats must have a fire extinguisher on board. No one may step on or off a float or any motorized unit until it has come to a complete stop. Participants must remain on the float for the duration of the parade.
6. Parade Route. Parade participants shall not deviate from the City-designated parade route unless instructed by City staff to do so. Participants shall stay off private property adjacent to the route, including yards, driveways, private streets or similar areas in the forming areas or parade route.
7. Prohibited Items. The use of open flames is prohibited. No firearms, fireworks, noise makers or similar items may be discharged during the parade. No smoking, vaping or unlawful drug-use on floats, in parade vehicles, in the forming area and along the parade route. No alcohol or glassware is allowed in the parade. Bottled water and cans of non-alcoholic beverages are permitted.
8. Animals. Horses, dogs and any other animals shall not be brought to or included in any vehicle or trailer in the parade without the prior written approval of the City. Approved horse units must supply a clean-up person and equipment, or horses must wear a waste collection bag.
9. Noise Restrictions. Units with sound must maintain a set decibel level as to not interfere with other units. This setting will be calibrated in the formation area with a meter. The set sound level is 85 decibels at 50 feet. Units may have no more than two speakers as part of their unit. Sound must be lowered if asked.
10. Giveaways. The distribution of balloons, flyers, literature, promotional giveaways, etc. of any kind is prohibited. Only candy and small non-branded items such as flags or pinwheels may be distributed. Items must be given **HAND-TO-HAND** at the curb by walking along the parade route; throwing of candy or items is not permitted. The City reserves the right inspect/approve items distributed at the parade

11. Attire. Groups must wear appropriate clothing/uniforms for the entire parade. Examples of inappropriate apparel include but are not limited to short bottoms/tops, excessively tight clothing, etc. and must exhibit appropriate language and dance behavior (i.e., dance moves/styles).
12. Organization Identification. Parade units must carry an identifying banner or sign in front of their unit.

VI. Day of Parade Assembly Information

Units will assemble on Martins Ln. by entering Mannakee St. Parking is offered at the Montgomery County Board of Education lot, one block north on Mannakee St.

Please note:

- Large units must assemble outside of the forming area and then walk to the forming area.
- Participants must report directly to their section in the Line of March at the time specified.
- Participants are responsible for being in the designated time and location in the Line of March.
- NO vehicles (except for motorized parade units) will be permitted on Martins Ln.
- Portable restrooms will be available for parade participants at the assembly area.
- Parade participants must stay off private property, including lawns near the assembly area.

VII. Parade Awards

Parade winners will be selected based on criteria including, but not limited to representation of the theme, formation/alignment, appearance/costumes, overall performance, props/equipment, originality, and sound. The City may alter categories/award amounts based on the type and number of parade participants. Applicants will be notified via e-mail within two weeks of parade if their group won a prize. Award money will be sent via City of Rockville check within six weeks of the parade.

Categories	Award
Mayor and Council Awards 1 st Place	\$250
Mayor and Council Award 2 nd Place	\$200
William Wood Award 1 st Place	\$250
William Wood Award 2 nd Place	\$200
Recreation and Parks Advisory Board Award 1 st Place	\$150
Recreation and Parks Advisory Board Award 2 nd Place	\$100
Veteran/Military Organization 1 st Place	\$250
Veteran/Military Organization 2 nd Place	\$200
Veteran/Military Organization 3 rd Place	\$150

VIII. Disqualification

Parade groups may be disqualified from winning awards and/or from participating in future Rockville parades or events for failure to adhere to one or more of the following guidelines:

- Failure to follow the rules and regulations as set forth in this document.
- Failure to arrive at the correct place in the Line of March.
- Arriving later than your groups designated arrival time.
- The City reserves the right to disqualify groups for reasons not listed above.

CITY OF ROCKVILLE CAMPAIGN POLICY

Revised April 2013
Resolution No. 1-13

The purpose of this campaign policy is to delineate the ground rules for City employees, the Mayor and Council, and candidates for public office to follow. This policy will be enforced by the City Manager, or the City Manager's designee, and may be changed by resolution of the Mayor and Council. The City of Rockville holds non-partisan elections for the Mayor and Council offices.

City Resources

City facilities, with the exception of City Hall, may be rented for political events, including campaign events, under the same terms and conditions as the general public, in accordance with the City's facility rental and park permit policies. Political activities, including campaigning, may be conducted at such rented or permitted facilities during the rental period.

Other City resources, including personnel, equipment, postage, City letterhead or official stationery and funding, will not be used for promotion of or opposition to any candidate for political office, political party, or slate of candidates for any office on a local, state, or national level.

This does not preclude the use of City staff and equipment in connection with the rental of City facilities in the same manner as would be available to the general public in connection with the rental of City facilities. This does not preclude use of City staff and other resources in connection with preparing election and candidate information for Rockville Reports and Rockville 11 in the manner outlined in this policy. This would also not preclude a debate or candidate forum being televised on Rockville 11 in the manner outlined in this policy nor would this prohibit the City from its lobbying efforts at the county, state and national level.

The City of Rockville seal is copyrighted and cannot be used on campaign materials.

Coverage of City of Rockville Incumbents Running for Office

Between August 1 and Election Day of each election year, incumbent members of the Mayor and Council running for office will not be featured or highlighted individually in any City communication including *Rockville Reports* articles and Rockville 11 programming. Regular news coverage of the Mayor and Council meetings and activities will continue from August 1 to Election Day.

Dissemination of City of Rockville Election Information

Rockville Reports, Rockville 11, www.rockvillemd.gov and City social media (for example, Facebook and Twitter) will be used to disseminate general information about City of Rockville elections, such as the election date, polling place locations and hours, and how to register to vote.

Dissemination of City of Rockville Candidate Information

Candidates for City of Rockville Mayor and Council elections are defined as persons who are certified to appear on the ballot.

City of Rockville Website – A “.gov” domain designation is granted through the Federal General Services Administration (GSA) for government websites. The following information is prohibited on “.gov” sites:

- Non-Governmental Advertisements
- Political or Campaign Information

Due to the GSA requirements for “.gov” domain sites, no candidate information will be posted to www.rockvillemd.gov.

Social Media – Social media will be used to disseminate only general election information and all candidate statements prepared for Rockville Reports and Rockville 11. There will be no promotion of individual candidates through the City’s social media, for example Facebook and Twitter. The City’s Facebook page will not accept wall postings from August 1 to Election Day of each election year.

Candidate Statements - The City of Rockville will provide all Mayor and Council candidates the opportunity for one written and one video statement per candidate to be distributed by the City of Rockville in the following ways:

Rockville Reports - One statement and one photograph (of the candidate only) for each candidate will be published in the November issue of Rockville Reports. Statements must not exceed 250 words and will not be edited except for length. Contact information, including an e-mail address, Web site, and/or phone number that are provided with the statement will be published and will not count toward the 250 word limit. All candidates must meet the City's deadline for submission in order to have this information published. These Rockville Reports candidate statements will not be posted to the online version of Rockville Reports at www.rockvillemd.gov.

Rockville 11 (cable channel) - Each candidate will be offered the opportunity to tape a statement not to exceed four minutes. Rockville 11 staff will schedule these sessions for all candidates. All statements will be filmed by Rockville 11 staff using the same background and on-screen graphics. The candidate statements will air on Rockville 11

(channel 11 on RCN, Verizon and Comcast) and will be posted on the City's YouTube channel: cityofrockville. Candidate statements will not be posted at www.rockvillemd.gov.

Dissemination of Candidate Information for Non-City of Rockville Elections

Candidate information for any non-City of Rockville election will not be disseminated in any form by the City of Rockville.

Parades Sponsored by the City of Rockville

Individuals Permitted to Participate – Current elected officials may participate in parades sponsored by the City of Rockville, including City of Rockville, other municipal, county, state and federal elected officials.

Candidates for City of Rockville Mayor and Council offices may participate in parades if they are certified to appear on the ballot by the City's Board of Supervisors of Elections. For the Memorial Day parade, participants must be certified by May 15.

Individuals who are not elected officials and are candidates for non-City of Rockville elected office may not participate in parades sponsored by the City of Rockville.

Requirements for Parade Participants – Individuals permitted to participate in a City sponsored parade must complete a parade application and submit it to the Special Events Office. For the Memorial Day parade, an application must be submitted by May 15.

The designated parade route is defined as the street area between the curbs. Distribution of campaign materials at the parade by members of the parade unit and others must be confined to the areas outside the designated parade route.

For safety reasons, and to keep the parade moving, there will be no distribution of balloons or written literature of any kind by the current elected official, certified candidates or members of the parade unit while on the parade route. Literature may be distributed outside the parade route.

Officials, candidates and members of their parade unit who fail to follow the requirements for parade participation could be asked to step out of the parade or may not be authorized to participate in the parade in subsequent years.

Parade Vehicles and Signs - The City will provide vehicles for use in the parade only for current elected officials of the City of Rockville.

The City will provide signs for current elected officials' parade vehicles stating their name and elected office. Current elected officials who are also certified candidates for City of Rockville office will be provided signs that also state the City of Rockville office for which he/she is a candidate.

The City will provide signs for certified City of Rockville candidates not currently serving in Rockville elected office that state their name and the office they seek.

Parade participants will be offered the choice of two magnetic vehicle signs or two coroplast signs. Sign dimensions must not exceed 9" by 28". Preferred sign material and dimension must be specified in the parade application.

Special Events

An area may be set aside at City sponsored special events for booths. Certified candidates for elected office may pay a booth fee and obtain a permit to have a booth at a City sponsored special event. Candidates and supporters also may campaign at City sponsored events without a booth. Candidates and supporters may not distribute balloons at special events and any balloons used for display must be disposed of in accordance with special event guidelines. Any activity that constitutes a nuisance or disruption at a City sponsored event is prohibited. The City of Rockville will not accept sponsorships for City events from any candidate or elected official for political office, political party or slate of candidates for any office.

Campaign Materials

Campaign materials may not be left or distributed inside City facilities with the exception of materials allowed on Election Day as prescribed by the City's election laws and with the exception of materials distributed during a candidate forum or debate at a City facility rented in accordance with this policy. Campaign materials must be removed by campaign officials at the conclusion of Election Day and within two hours of a candidate forum or debate held at a City facility.

Advertisements in City Publications

The City of Rockville will not publish any advertisements in any City publications, including advertisements sponsored by, supporting or opposing any candidate or elected official for any political office or political party.

Televised Debate or Candidate Forums for City of Rockville Mayor and Council Elections

The City may televise on Rockville 11 up to, but no more than, three candidate debates or forums for the certified City of Rockville Mayor and Council candidates.

Organizations interested in hosting a televised forum must submit a request form to the City of Rockville. If more than three organizations submit a request, a random drawing will take place to select the three organizations whose forums will be televised. Televised forums will be held after the candidate filing deadline for Mayor and Council elected office.

The City televised debates or forums may be held at a City facility, with the exception of City Hall. The debates or forums will be broadcast on Channel 11 and online at

www.youtube.com/cityofrockville. The hosting organization will coordinate with Rockville 11 staff on the availability of production schedule, on-air program schedule, personnel, equipment and other resources.

City staff must not be involved in any way in the hosting, moderating, facilitating, or asking of questions. Staff involvement is limited to the random selection of forum host organizations (when more than three organizations submit requests), coordination of date and location and television production.

For all forums or debates televised on Rockville 11:

- All candidates appearing on the ballot must be invited to participate
- Mayoral candidates and Council candidates must debate separately
- The forum or debate must be sponsored/hosted by an independent, non-partisan organization that does not endorse candidates (such as the League of Women Voters) and focuses on citywide issues.

*** No Political or Campaign Information: The Gov Internet domain is for the operation of government, not the political, political party, or campaign environment. No campaigning can be done using .gov domains. The Gov Internet domain websites may not be directly linked to or refer to websites created or operated by a campaign or any campaign entity or committee. No political sites or party names or acronyms can be used. Separate websites and e-mail on other top-level domains (TLDs), such as .org, will have to be used for political activity.¹**

¹* Gov Internet Program Guidelines/Guidelines for All Second Level Gov Internet Domains. (n.d.). Retrieved April 28, 2015, from <https://www.dotgov.gov/portal/web/dotgov/program-guidelines> (Note inserted from The City of Rockville Board of Supervisors of Elections)

PARADE REGISTRATION FORM FOR ELECTED OFFICIALS

City of Rockville Annual Memorial Day Parade • Monday, May 25, 2026, at 10:30 a.m.

Application Deadline: Friday, May 15, 2026.

Individuals Permitted to Participate in Parades Sponsored by the City of Rockville

Current elected officials may participate in parades sponsored by the City of Rockville, including City of Rockville, other municipal, county, state and federal elected officials. Individuals who are not elected officials and are candidates for non-City of Rockville elected office may not participate in parades sponsored by the City of Rockville.

Organization Name: _____

Parade Unit Name (as you would like it to appear in marketing materials):

Contact Name: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____ Day-of-Contact Cell Phone: _____

Selection Information (Please complete all sections.)

1) Number of Persons in Unit: Youth: _____ Adults: _____

2) Number of Vehicles in Unit: _____

3) Description of Unit Activity (banners, signs, etc.):

4) Emcee Narrative (This will be read by the emcee as you pass through Town Center. Please write this the way you would like it to read the day of the parade. Description should not exceed 50 words; City reserves the right to edit narratives.):

5) Sign Selection (The City provides signs for elected officials' parade vehicles with their name and office/intended office. Please select your preferred sign type below.):

Two Magnetic Vehicle Signs

Two Plastic Coroplast Signs

No Signs Needed

Review and Initial

- I/we understand that the designated parade route is defined as the street area between the curbs. Distribution of campaign materials at the parade by members of the parade unit and others must be confined to the areas outside the designated parade route.

Initial Here _____

- I/we understand that for safety reasons, and to keep the parade moving, there will be no distribution of balloons or written literature of any kind by the current elected official, or members of the parade unit while on the parade route. Literature may be distributed outside the parade route.

Initial Here _____

- I/we understand that officials, and members of their parade unit who fail to follow the requirements for parade participation could be asked to step out of the parade or may not be authorized to participate in the parade in subsequent years.

Initial Here _____

Applicant’s Compliance Certification

I hereby certify that this certification pertains to the 2026 Memorial Day parade in the City of Rockville, MD to be held on Monday, May 25, 2026 that I am duly and legally authorized to legally bind and make this certification on behalf of _____ (the “Applicant”), that I have personal knowledge that all persons participating in the parade on behalf of the Applicant, including, but not limited to, the participants (i.e., all drivers, walkers, and performers), have read and understand these rules and agree to unconditionally abide by these rules, that all vehicles and trailers are at this time or will be in complete strict compliance with these rules before the date of the parade, that all such vehicles and trailers shall be maintained in complete strict compliance with these rules at all times during the parade, that all persons representing, assisting or participating with the Applicant will obey all of these rules and acknowledge the City’s right to enforce these rules at all times and in any manner.

I, individually and on behalf of the Applicant and its successors and assigns, hereby agree to release and indemnify the Mayor and Council of Rockville, its agents, officers and employees, hereafter referred to as “City”, from any and all claims for injuries or loss of any person or property which may arise out of or result from the participation in the 2026 Memorial Day parade and forever waive my right and the right of the Applicant, its successors and assigns, to initiate, make, file or demand any claim, cause of action, or legal proceeding, whether now known or later discovered, including but not limited to, any and all injury, loss, liability, damage, claim, cost or expense incurred by me or the Applicant as a result of, or arising out of or in connection with, the participation in the parade, whether caused by the acts or omissions of the City directly or indirectly, and including but not limited to, the acts or omissions of other participants or non-participants in the parade.

I, the undersigned volunteer and participant, have read and fully understand the above statements and agree to sign this release form.

Printed Name

Title

Signature

Date

Mail, Fax or E-mail Completed Application to:
Mail: Rockville Recreation and Parks, Special Events Coordinator, 6 Taft Court, Suite 301, Rockville MD 20850
Fax: 240-403-9369 • **E-mail:** cwillis@rockvillemd.gov • **Questions?** Call 240-314-8610