



NATIONAL ASSOCIATION FOR THE ADVANCEMENT
OF COLORED PEOPLE

AUGUSTA BRANCH
811 Laney Walker Blvd, Augusta, GA 30901. P.O. Box 1951, Augusta, GA 30903 –
Telephone (706) 724-0390 – Fax (706) 724-0812

Rev. Melvin Ivey, President

CELEBRATING 106 YEARS OF SERVICE

Dear Community Friends:

The Augusta-Richmond County Branch of the NAACP and the City of Augusta is now making plans for the 2024 Martin Luther King, Jr. Parade. Because this event commemorates one of our own historically renown pioneers in the fight for justice and equality. We are asking organizations to share this same sentiment and take part in this effort.

You joining us would make this day one of the greatest. Enclosed you will find an entry form and details of the parade. If your organization wishes to participate, please complete the entry form. Please make sure you follow all guidelines as stated to better serve the event.

To ensure your placement in the line-up, we must receive your entry form by January 10, 2025, along with the entry fee if applicable to receive prior notice of line up.

All Applications & Payments Must be mailed to or dropped off to

Augusta Branch of the NAACP
811 Laney Walker Blvd.
Augusta, GA 30901

Office Hours: Monday - Thursday – 12:00p.m. – 3:00p.m.

Or

P.O. Box 1951
Augusta, GA. 30903

We are proud of organizations like yours. Together, we can make a difference. We look forward to your participation.

Parade Chairs,

Rev. Melvin Ivey
NAACP, President

James D. Riles
Sharla Hambrick
Augusta Recreation & Parks

Inger Carter
NAACP, Parade Chairman

Augusta
G E O R G I A

**The Augusta Branch of the National Association for the
Advancement of Colored People (NAACP) & City of
Augusta, GA,**

2025 Martin Luther King Jr. Parade

NAACP Theme: "Thriving Together"

When: Saturday, January 18, 2025

Time: Line Up at 11:00 AM
Parade Begins at 1:00p.m.

Where: See Parade Route Below

Parade Route: The Parade will start at Dyess Park Community Center, located at 902 James Brown Blvd. The parade will proceed south on James Brown Blvd., then west onto Wrightsboro Road, north onto Augusta Ave., east onto Laney Walker Blvd., north onto 11th Street to Johnson Motors.

Entry Cost

**ALL PAYMENTS MUST BE PAID BY CHECK, MONEY ORDER OR CERTIFIED CHECK.
NO CASH WILL BE ACCEPTED**

Cars and Trucks	\$ 35.00
Floats	\$ 45.00
Churches/Clubs & Alumni Groups	\$ 35.00
Car Clubs	\$ 40.00 for 3 Cars
Car Clubs -Each Additional Car \$5.00 each	

****Schools and Scouting organizations are free, however,
An entry form **must** be completed to participate.**

Deadline for all applications is January 10, 2025

**All Applications must be postmark by January 10, 2025
No Applications will be accepted after deadline "No Exception"**

**THERE WILL BE A MANDATORY PARADE ENTRANT MEETING AT
MAY PARK ON THURSDAY, JANUARY 16, 2025. at 6:00P.M. (PLEASE
PARK IN THE OLD RICHMOND COUNTY JAIL PARKING LOT)
A REPRESENTATIVE FROM EACH GROUP MUST BE PRESENT TO
RECEIVE YOUR LINE UP NUMBER(S) AND PARADE INSTRUCTIONS**

Entrants Guidelines

1. All fees must be paid when application is turned in. Deadline - Friday, January 10, 2024. Please make sure you are accurate with your vehicle descriptions, tractors pulling flat bed trailers are not cars, and if your group enters more than one vehicle into the lineup, please note that on your registration. All vehicles must be marked displaying your organization's title to be entered. Example, if you are part of an auto club and you plan on participating, please state how many vehicles you will be using. All spots are based on what the registration form states, if there is only a car marked on the application, there will only be 1 spot reserved for that 1 vehicle.
2. If your organization/group will be participating, please notify all those involved with your group that there will be no cars/vehicle allowed within the parade lineup area after 11:00 a.m. unless they are an entrant in the parade. If you have children, etc, please arrange for them to meet you in Dyess Park at a certain time. These persons must walk to your designated meeting location; there will be no parents, etc allowed to drive within the parameter of Dyess Park. (Road Closures – 9th & Laney Walker and Walton Way, 10th and Laney Walker and Walton Way, as well as all side streets within this square.) Please Park at the John H. Ruffin Courthouse at the corner of James Brown Blvd @ Walton Way.
3. All parade lineup numbers will be assigned as they come in. Your assignment will be emailed to the address listed on the application – **It is imperative that you print CLEARLY. If you cannot attend the mandatory meeting on Friday, January 16, 2025.** You will get your line up number on Saturday morning at the Check – In on 8th Street. (**Only vehicles in the parade will be allowed to check in**). Once your number has been assigned, please follow the following directions to enter the parade line up area: (please note the road closures will occur at 10:00 am sharp, and unless your vehicle is in the parade you will not be able to enter.) *Please look carefully over the map enclosed in this packet.*

#’s 1-20 -Will enter from Walton Way and James Brown Blvd.

21-40 – Will enter from Laney Walker and 8th Street

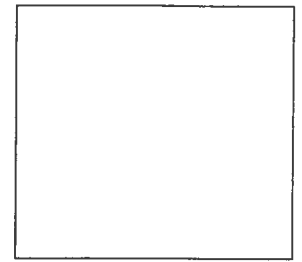
#41 – 60 – Will enter from Walton Way and 8th St.

#61-and up – Will enter from Laney Walker and 8th Street

ONLY FLOATS ORDERED FROM SOUTHEASTERN FLOAT COMPANY OR PARADE FLOATS BY ALLEN WILL LINE UP ON JAMES BROWN BLVD. RIDERS MUST WALK TO MEET THEIR FLOATS ON JAMES BROWN BLVD, NO CARS WILL BE PERMITTED IN THE EVENT LINEUP AREA.

4. If you are part of a High School Band, Marching Unit with 50+ participants, Motorcycle group, please note your line up locations on the enclosed map.
5. Richmond County High School Bands will line up on Hopkins Street and be weaved into the parade by their corresponding numbers and on-site parade staff. All School Buses and Bands will be notified of their drop off schedule.
6. All parade entrants line up numbers **MUST** be always displayed, please follow the following requirements:
 - Cars/Trucks/etc. – display in left side of front windshield
 - Floats – display in left side of front windshield in vehicle pulling float.
 - Walking Entrants – Pin to sign or leader of the group
7. If you should have any questions about parade line -up, please call Sharla Hambrick 706-821-1754 or James Riles 706-796-5025.

SATURDAY, JANUARY 18, 2025



“NAACP THEME: “Thriving Together”

**2025 PARADE REGISTRATION FORM
PLEASE PRINT/TYPE APPLICATION CLEARLY**

ORGANIZATON/UNIT: _____

CONTACT NAME: _____

PHONE: _____

ADDRESS: _____

CITY: _____

ST: _____

ZIP: _____

EMAIL: _____

PLEASE LIST EMAIL ADDRESS FOR PARADE INFORMATION – PLEASE PRINT CLEARLY!

TYPE OF ENTRY

PLEASE MARK UNIT TYPE AND LIST NUMBER OF UNITS-PLEASE LIST ALL VEHICLES INCLUDED IN GROUP

SCOUT TROOPS/SCHOOLS – NO CHARGE	#			#
MARCHING UNIT/DRUM UNIT	\$35.00		VAN (S), CAR(S) & TRUCK	\$35.00
FLOAT (S)	\$45.00		CHURCHES	\$35.00
BUS (ES) – No Large Buses	\$45.00		TRAILER * PLEASE SEE BELOW	\$40.00
CLUBS/ALUMNI GROUPS	\$35.00		CAR CLUB (3 CARS)	\$40.00

PLEASE LIST ANY INFORMATION PERTAINING TO TYPE OF TRAILER AND HOW IT WILL BE PULLED AND/OR LIST ANY SPECIAL REQUESTS OR IMPORTANT INFORMATION (EXAMPLE: IF YOU HAVE A MARCHING UNIT ESCORTED BY A CAR, ETC.)

***EACH ENTRY (CAR, TRUCK, ETC.) MUST BE REGISTERED AND ALL FEES PAID BEFORE PLACEMENT IN LINE-UP. EACH ENTRY LISTED ABOVE WILL BE GROUPED TOGETHER AS ONE “UNIT” IN THE LINE-UP.**

UNIT/GROUP DESCRIPTION – PLEASE LIMIT TO SPACE PROVIDED – PLEASE PRINT/TYPE CLEARLY

IN SIGNING THIS PARADE REGISTRATION FORM, I/WE AGREE TO ACCEPT AND TO CONFORM TO THE RULES AND INSTRUCTIONS OF THE PARADE ORGANIZERS, THE AUGUSTA RICHMOND COUNTY SHERIFF’S OFFICE AND THE PARADE MARSHALL. FAILURE TO ADHERE TO SET GUIDELINES OR IN THE CASE OF UNRULY BEHAVIOR WILL CONSTITUTE IN FORFEITURE OF FEE AND DISMISSAL FROM PARADE.

AUTHORIZED SIGNATURE

PRINT NAME

DATE

**PLEASE COMPLETE AND RETURN THIS FORM & FEE TO:
Augusta NAACP Parade
811 Laney Walker Blvd.
Augusta, GA. 30901**

OR

**Augusta NAACP Parade
P. O. Box 1951
Augusta, GA. 30903**