

“Jingle on the Bay”

Mathews Annual Christmas Parade

December 13, 2025 at 1:00 p.m.

Sponsored by the Mathews County Visitor & Information Center

The Mathews Christmas Parade Committee invites you to join us in making the 2025 Christmas Parade a memorable experience for children of all ages. Feel free to be as creative as you like in making a float or other type of entry exhibiting the parade theme, ***“Jingle on the Bay”***, as you go along the parade route. There is no rain date if the parade is canceled due to inclement weather.

Talk with your church, friends, neighbors, school or sports groups, businesses or youth groups and join in the parade. Winners will be chosen for the best entry in each of the following categories: Civic, Animal, Walking Unit, School, Commercial, Motorized, Church, Parade Theme, and Antique Vehicle.

Registration is due no later than December 5, 2025, and there is no entry fee.

We will be starting at Thomas Hunter Middle School and ending at the Chesapeake Bank parking lot. ***Due to the large number of entries and for the safety of all, the Sheriff has requested that all units go to the rear of the Bank parking lot to ensure space for all units to enter and that you remain in the Bank parking lot until the parade has ended.***

The Thomas Hunter parking lot will be available at 11:00 a.m. for last minute touch ups to entries. ***Upon arrival, please come to the check-in table to get your assigned lineup position.*** Line up will start at noon. The parade will start ***promptly at 1:00 p.m.*** The judging will take place during the parade in front of the Mathews Post Office on Main Street. The parade will take place rain or shine.

As in the past, ***there will be only one Santa Claus in the parade so please do not have a Santa on your entry.*** If you would like to give out candy, walkers must pass it out instead of throwing it. All race cars must be trailered or towed. The Parade Committee asks that you please remove all materials from your staging area at Thomas Hunter Middle School and the finishing area at Chesapeake Bank, and that you make provisions to clean up after any animal you have in the parade.

This parade is for an uplifting celebration to bring our community together for the holidays. The parade is non-political, therefore entries should not advocate for or against specific policies, parties, or politicians. Parade entries should reflect the spirit of the season and community unity. Any display deemed inappropriate or offensive will be asked to be removed from the parade.

Please be sure and fill out the attached registration form completely, as all information is important to us for contact purposes and to plan the correct amount of space for each entry in the lineup. Feel free to contact me if you have any questions.

Thank you for your willingness to participate, and we look forward to another ***wonderful parade!***

Kat Larkin

Executive Director, MCVIC

804-725-4229

mathewsvisorcenter@gmail.com

Please mail the following registration form to:
Christmas Parade Committee
Mathews Visitor and Information Center
P. O. Box 1456
Mathews, VA 23109

OR drop it off in person at:
Mathews Visitor Center
Sibley's General Store
239 Main Street

OR email to: mathewsvisorcenter@gmail.com

2025 Christmas Parade Registration

“Jingle on the Bay”

Applicant/Organization: _____

Contact Person: _____

Telephone Number: _____ Email: _____

Briefly describe your entry so we can appropriately place you in the lineup. *Example:* school age children, walking unit, **type of vehicle**, animals, float, carolers, etc. Please make us aware if your entry will have loud noises- horns, sirens, revving engines, etc.

Please estimate the required space you require during lineup. *Example:* Truck & Trailer, 30 ft

Parade units will be announced as they pass the Food Lion parking lot on Main Street. In the space below, **please include a *brief* narrative that you would like announced as you pass.**

Please **circle the category/categories** most appropriate for your entry

Best Civic

Best Walking Unit

Best Motorized

Best Animal

Best School

Best Church

Best Commercial

Best Parade Theme

Best Antique Vehicle

By participating, you agree to abide by the guidelines set forth by the Parade Committee. All entries must be accurately described in the application and be pre-approved by the Parade Committee. If an entry does not align with our guidelines, the committee will work with participants to make necessary adjustments. Entries that violate these rules may be asked to modify their display or be removed from the parade lineup.