

The Custer Christmas Parade

37th Annual Custer Christmas Parade

Brought to you by

The Custer Area Chamber of Commerce & Many Sponsors

Saturday, December 5th at 5:30 pm



CUSTER

Phantom of the Panhandle

Light up your float to light up Custer!

Parade entries should check in at the corner of Washington & 6th Streets (right by the Visitor Center) at 4:30 pm. Line-up will be on Washington Street (between 8th Street and 6th Street). Please enter Washington Street from 6th street **ONLY**. You will receive a float number when you check in. Please place this on the dash of your vehicle.

No “live” Santa Claus may appear on any entry – the “REAL” Santa has made reservations to be at the end of the parade!

The parade route will begin on 8th Street at Lynn’s Dakotamart and move West down Mt. Rushmore Road ending on **4th Street at Way Park for the Juanita Fish Memorial Tree Lighting Ceremony.**

Please leave a 2-car-length gap between floats, but no more than that.

**In case of inclement weather, the parade will be held on
Friday, December 11th at 5:30pm**

Registrants will be notified of postponement as early as possible. Be sure to include an emergency contact phone number on your registration.

Awards :

Custer’s Christmas Star | Entry displaying the best creativity and originality

Custer’s Holiday Spirit Award | Entry with the most enthusiastic participants

Griswold Award | Entry with the best light display

Custer’s Caroling Award | Entry with the best music

Elfin Magic Award | Entry best featuring children

Registration Deadline is December 4th





2026 Christmas Parade Entry Form



Business/Organization Name: _____

Contact Person: _____ E-mail: _____

Length of entry: _____ Emergency Phone #: _____

Entry Description for the announcers: _____

Does your entry have: Horses or Walkers
Does your entry have music? Yes or No

Participation in the Christmas Parade is subject to the following stipulations:

- No candy, prizes, promotional items, etc. shall be thrown from any parade float or vehicle. Such items must be distributed by walkers, with enough distance from the floats that onlookers do not have to enter the roadway to retrieve them.
- Participants shall not spray liquids at the crowd.
- Drugs and alcohol shall not be consumed by any participant on the parade route.
- Each participating group must be responsible not only for their safety but must also take precautions to ensure the safety of their float and it's participants.
- Vehicle drivers are solely responsible for the safe operation of their vehicle. Each driver must be the holder of a valid driver's license and must have valid auto liability coverage in force.
- Participants with horses or animals of any kind **MUST** provide personnel to perform immediate excrement removal.
- ***No "live" Santa Claus may appear on any entry – the "REAL" Santa has made reservations to be at the end of the parade!***

Indemnification:

Participant expressly assumes all risks incident to or in connection with participation in the event. Participant agrees to and shall indemnify, defend and hold the Chamber harmless from and against all losses, liabilities, damages, costs, expenses, judgments or settlements whatsoever incurred by the Chamber resulting from any claim, demand, action, cause of action or suit arising from or relating to the negligent or intentional acts or omissions of participant, or its volunteers, employees and others acting on behalf of, or for the benefit of, participant.

As a participant or representative of a participating group, I have read and understand the above stipulations and indemnification and will inform all members of my participating group with regard to the stipulations and indemnification requirements.

Signature of Participant or Participant Group Representative

Date

If signatory is a representative of a participating group, name and title of representative