ALEXANDRIA
Scottish Walk
Holiday Parade

2026 Application Guidelines

Saturday December 5 2026 | 10:30am to 12:30pm | Alexandria Virginia

The City of Alexandria welcomes applications to participate in the 2026 Scottish Holiday Walk Parade on Saturday, December 5.

The parade celebrates Alexandria's Scottish heritage and the city's holiday traditions. Applicants should describe how their proposed entry will contribute to those themes through music, attire, decoration, performance, historical interpretation, or other identifiable elements.

Space is limited. Applications will be reviewed using the published selection criteria and available parade capacity. Submission of an application does not constitute acceptance. Applicants will receive written notification of their selection status.

Eligibility and selection will be based on the proposed parade entry and its compliance with the published requirements. An organization's mission, identity, or affiliation will not, by itself, determine eligibility or selection.

Selected groups must comply with the parade's approved theme, rules, safety requirements, arrival instructions, and conditions of participation. Participants may not promote political activity or engage in advocacy efforts. Material changes to an approved entry must be submitted to the City for review.

Mandatory eligibility requirements

Each applicant must meet all of the following requirements.

- Appropriate for a family-oriented public event that includes children of all ages.
- Complies with City and parade safety requirements (see *2026 Scottish Walk Holiday Parade Participation Guidelines and Code of Conduct*.)
- Agrees to follow parade rules and staff direction.
- Able to meet required deadlines and logistical requirements.
- Provides all required information and documentation.
- Proposed music, signage, costumes, performances, vehicles, and other elements comply with the event theme.
- Can operate within the published route, staging, vehicle, participant, and safety requirements, including any approved modifications.
- Provides an entry plan, responsible contact, and required information demonstrating the ability to meet the published participation requirements.

Selection criteria

Applications meeting the initial requirements would be scored on the entry's content and execution.

Criterion	Points	What is evaluated
Holiday Spirit	30	Contributes to the parade's festive and celebratory holiday character through identifiable elements such as music, attire, decorations, performances, or seasonal and cultural traditions. No particular religious affiliation or observance is required.
Community Connection	20	Meaningful connection to Alexandria residents, neighborhoods, businesses, nonprofits, civic organizations, schools, or cultural organizations.
Contribution to the Overall Parade	20	Adds variety and complements the overall lineup rather than duplicating existing entries.
Family-Friendly and Inclusive Appeal	15	Describes identifiable ways the entry will engage children, families, and a broad public audience through its presentation or performance. Points assess the proposed audience experience, rather than the organization's identity, mission, or beliefs.
Creativity and Visual Interest	15	Offers an engaging, creative, or visually interesting entry.
Total	100	

Review and Selection process

- **Step 1 Application review**
  Staff review applications for completeness and eligibility on a rolling basis until deadline. Missing or unclear information is addressed through a consistent clarification process.

- **Step 2 Eligibility determination**
  Staff record a pass/fail determination for each mandatory requirement. Applications that do not meet all requirements after any permitted clarification or modification are removed from consideration.

- **Step 3 Individual scoring**
  A selection committee scores each eligible application independently using the 100-point rubric.

- **Step 4 Review scores**
  Staff and advisory group review results, address significant scoring differences, average final scores, and identify highly rated applicants. The scoring guide would explain how lineup is organized.

- **Step 5 Notification of Parade Units**
  Staff notify parade units of selection Monday November 9 – Friday November 13. The $75 Application payment is collected by Monday November 30 (AFTER confirmation of participation).

Application Deadline and Notification dates:

- Application dates: Friday October 16 – Sunday, November 1
- Review Period: Monday November 2 – Friday November 6
- Notification Dates: Monday November 9 – Friday November 13
- $75 Application payment due by Monday November 30 (AFTER you are notified of selection during the week of November 9 - November 13, not during registration)
- Parade Consultation Sessions: Monday November 9 – Friday November 20 (two weeks)
- Parade Date: Saturday December 5

Parade Contacts

The 2026 Scottish Walk Holiday Parade is produced by the City of Alexandria.

Contact specialevents@alexandriava.gov for participation questions. Visit alexandriava.gov/HolidayParades for updates.