Kalamazoo Holiday Parade
November 21, 2026 |Step off at 11:00 a.m.

Presented by:	*Fox Motors*
Parade Route Sponsor:	*City of Kalamazoo*
Media Sponsor:	*Public Media Network*
Cold Air Balloons:	*Meijer, Consumers Credit Union, Kabundant, SWT Excavating, Greenleaf Hospitality, WWMT New Channel 3*
Event Day Sponsor:	Kalamazoo Valley Museum & KVCC
WMU Marching Band:	*Midwest Communications | Jack FM106.5*
Silver Sponsors:	*Bronson Healthcare Group*

Parade Route: Starts at Lovell and Jasper, traveling west on Lovell to Park Street, north on Park Street to Michigan Avenue, east on Michigan Avenue to Pitcher Street, and south on Pitcher Street back to Lovell

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2026 Kalamazoo Holiday Parade Official Lineup

As of 11/1/2026 | Please see staging map for section number placement

Unit #	Organization	Section Number
00	Mott Community College	
01	Kalamazoo Department of Public Safety - cruiser OR motorcycle	A01
01	Kalamazoo County Sheriff – Cruiser	A02
02	Kalamazoo Department of Public Safety Color/Honor Guard	A03
03	Kalamazoo Department of Public Safety K-9 Team	A04
04	Kalamazoo Department of Public Safety - Fire Truck	I01
05	Kalamazoo Department of Public Safety- SWAT Vehicle	I02
06	**Fox Motors Auto Group - Grand Marshall – Subaru Balloon**	**A05**
	Loaves and Fishes and SPCA as Fox Motors partners	
07	City of Kalamazoo Mayor and Commissioners	A06
08	Midwest Communications, Inc./Jack 106.5	A07
09	WMU Bronco Marching Band	A08
10	WMU Athletics	A09
11	Bronco Racing Formula Sae	A10
11	Sunseeker Solar Car Project	A10
12	Wolverine Lawn Services	I03
13	CSL Plasma	A11
14	Gilmore Car Museum	B01
15	Ballet Kalamazoo	B02
16	Frederik Meijer Gardens & Sculpture Park	G01
17	Lyster Exteriors	G02
18	Kalamazoo Husky Club	B04
19	City of Kalamazoo Public Services	I04
20	Three Rivers High School Wildcat Marching Band	B05
21	**Meijer - Scooby Doo**	**B06**
22	Jaqua Realtors	G03
23	Women in Black	B07
24	Milestones Early Learning	I05
25	West Michigan Dance Center	G04
26	Salon Viche'	G05
27	Miller Auditorium	B08
28	Kids Gym, Inc.	B09
29	The Little Latte Lounge	G06

30	Oshtemo Township Fire Department	I06
31	West Michigan Cancer Center	G07
32	Kalamazoo Country Day School	B10
33	Advia Credit Union	C01
34	Loy Norrix High School Marching Band & Cheerleaders	C02
35	**Consumers Credit Union – Twinkles the Snowman**	**C03**
36	Esper Electric	G08
37	Portage Public School Transportation (Portage Public Schools)	I07
38	Roach Home Improvement	G09
39	Horizon Bank	C04
40	Crossroads Mall	G10
41	Kalamazoo Central HS Marching Band/Mighty Giants Cheerleaders	C05
42	Girl Scouts Heart of Michigan	C06
43	Juniper and Co Mobile Sauna	G11
44	Snyder's Property Maintenance	I08
45	Millwood Little League	C07
46	Excel Dance Centre	G12
47	Kalamazoo County Consolidated Dispatch Authority	G13
48	Catholic Schools of Greater Kalamazoo/Hackett	I09
49	Hackett Catholic Prep Marching Band	C09
50	**Greenleaf Hospitality Group - Green Nutcracker**	**C10**
51	MRC Industries	G14
52	College Hunks	I10
53	Biggby Coffee	D01
54	1st Source Bank	G15
55	Two Men and a Truck	I11
56	Salvation Army-Kalamazoo	I12
57	Bienz Family	I13
58	Cardinal Restoration	H01
59	Sport Clips	D02
60	Jules Dance Team	D03
61	Academy of Dance Arts	H02
62	Ivy Rehab	D04
63	StoryPoint Portage	D05
64	Gull Lake High School Marching Band	D06
65	**WWMT -News Channel 3 – Daniel Tiger and Blue Tigey**	**D07**
66	Kalamazoo Wings Hockey Club	H03
67	Kalamazoo Department of Public Safety - Bomb Squad & Container	I14
68	Life EMS Ambulance	D08
69	Portage Central High School Theatre	D09
70	41st District Service Office	D10
71	Wightman	H04
72	Sons of Norway, Askeladden Lodge	E01
73	Galesburg-Augusta High School Marching Band	E02
74	Zap Zone XL	H05
75	Pet Supplies Plus	E03
76	Goodwill Industries of Southwest Michigan	H06
77	Kalamazoo County 4-H	H07
78	Metro	I15
79	Comstock High School Marching Band of Blue	E04
80	**Kabundant – Gingersnap the Elf**	**E05**
81	All American Tree Service LLC	H08
82	Michigan Falun Dafa Association	E06

83	Republic Services	I16
84	Blain's Farm and Fleet	E07
85	Kalamazoo Civic Theatre	H09
86	Berkshire Hathaway Home Services Michigan Real Estate	H10
87	ElderUp	H11
88	Ralph Moyle, Inc.	I17
89	Gryphon Place	E08
90	Kalamazoo Concert Band	H12
91	Paramount Charter Academy	I18
92	**SWT Excavating – Brainy Smurf**	**E10**
93	Splash masters property management	H13
94	Scouting America - Pathfinding District	H14
95	Unique Unity Dance	E09
96	Kalamazoo Ghostbusters	F01
97	Kalamazoo Gospel Ministries	H15
98	The Library Kitchen and Taphouse	H16
99	Life Care Centers of Plainwell	H17
100	Kalamazoo Public Schools Transportation	I18
101	Benny DiCarta's	F02
102	Vicksburg Big Red Machine	F03
103	Santa & Mrs. Claus	F04

Event Schedule:

10:00 a.m.	Parade Units 1-50 must be checked in with line up station captain
10:45 a.m.	Parade Units 51-end must be checked in with line up station captain
10:30 a.m.	Road closures begin
10:45 a.m.	Parade units on notice to start going into the street for the line-up.
11:00 a.m.	Parade steps off at Lovell and Jasper Street | Food Drive Begins
12:00 p.m.	After Parade Day events begin (as parade finishes) on the Kalamazoo Mall and throughout downtown
12:30 p.m.	Parade is completed
2:00 p.m.	Emergency Vehicle Expo on the Kalamazoo Mall closed
3:00 p.m.	Events end on the Kalamazoo Mall

After Parade Activities Sponsored by the Kalamazoo Valley Museum |KVCC| Downtown Kalamazoo Collective:
Immediately following the Kalamazoo Holiday Parade, presented by Fox Motors, after parade activities, on the Kalamazoo Mall, will feature a series of retail promotions including finding Elf on a Shelf, purchasing Kalamazoo Winnie Winkie Bars, shopping sales, and live entertainment featuring DJ Monte. Restaurants and food vendors will offer great lunch and tasting specials.

There will also be an Emergency Vehicle interactive show on the Kalamazoo Mall, immediately following the parade until 2:00 p.m. Kids and families will be able to meet with first responders, see the trucks, get in them, and experience the safety and support our first responders provide to Kalamazoo County and beyond.

At the Kalamazoo Valley Museum, enjoy free winter-themed activities after the Kalamazoo Holiday Parade! Build a clay snowman from noon to 2 p.m. and watch the "Let It Snow" planetarium show at 11:30 a.m., 12:30 p.m. and 1:30 p.m. Note: The planetarium tickets are free and will be released on the day of at the museum's front desk.

More details are available on the website (www.kalamazooholidayparade.org) as times are confirmed.

Voting for Parade Units:
Spectators will have a chance to vote for their favorite parade unit. There will be QR code signs along the parade route where voters will be directly linked to a voting page. The voting begins at 11 a.m. on November 22 and will end on the following day by 5 p.m. The voting link will be available on the website the week of the parade.

A REVIEW OF THE RULES….IS ALWAYS A GOOD THING

Check-in: Gates open at 9 a.m. A representative from the parade unit must check-in with an official by the time stated in the final packet. Typically, units 1-50 check-in by 10:15 a.m. and units 51-end check-in by 10:45 a.m. Units that have not reported by their assigned check-in time will compromise their unit position in the parade. Street access to the staging area is closed starting at 10:30 a.m. Access after this time is through the Walnut Street Gate.

Staging Area: Parade units are assigned a specific parade staging area. Floats (defined as any unit with a trailer) will be lined up on Portage St. between South and Pitcher. Please note that trailers are not allowed in the Bronson Healthcare Parking Lot, unless accompanied by a band.

Public Media Network: Public Media Network graciously provides the live streaming of the event – they have sponsorship packages available for advertising. They will be televising from the corner of the Kalamazoo Mall and Lovell street. This is your reviewing stage. Remember, you are performing full-time for the thousands of spectators, beginning to end.

Noise Restrictions: Please do not use horns or sirens unless an emergency situation exists. Sound amplifier range must be limited to your entry only. Musical units need to check the "music" box in the application.

Animal Units: You are required to have someone cleaning up behind your animal (especially horses) at all times. A fine might be assessed for clean-up to stay compliant with City ordinances.

Vehicles: Up to two (2) vehicles are allowed per unit. The vehicle designated on your application is allowed in the staging area. For the safety of our participants, all other vehicles must be parked outside the lot. Sponsor vehicles are allowed in the parking lot.

Parking No parking is allowed in the parade staging area – other than businesses who are official sponsors of the parade. These are the sponsors who have financially contributed as sponsors to the parade.

Parking for the parade units is challenging. Please be advised that there is parking available in the parking structures on Portage Street and Lovell.

Decorations: ALL VEHICLES IN THE PARADE MUST BE DECORATED. Individuals in the parade must be wearing something that is coordinated with their unit theme. Individuals not in some type of apparel makes the unit not look themed or professional – this is a direct reflection on your business. Please make sure that your unit is entertaining and engaging.

Floats: No trailers are allowed in the parking lot (except band trailers). Trailers must be State Licensed approved and all safety and precaution measures must be implemented. Approved railings and seating is required for anyone traveling on the float. Floats cannot exceed 12 feet high from the ground. All floats must be decorated and themed to the holiday spirit (holiday includes the various holidays in November and December)

Distribution: For the safety of others, no items may be thrown from your parade unit, including candy, souvenirs, balloons and/or literature. Parade items must be handed to participants. Items for distribution must be approved by the committee.

Disclaimer: The Kalamazoo Holiday Parade event team reserves the right to remove any entry from the parade before and during the parade if the entry is not as stated in the parade application, is throwing items from their unit, or is otherwise deemed unsuitable.

Santa Final Note: The only Santa in the parade is sponsored by KELCEvents. For the enjoyment of our children, there cannot be another Santa (Santa with a beard) featured in any unit that makes viewers think that Santa is the REAL SANTA…..

CONTACT US:

Website: www.kalamazooholidayparade.org
Social Media @maplehillholidayparade

Contact Information
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