



Día de los Muertos 2026 Parade Rules

Thank you for your interest in being a part of the Día de los Muertos Parade! To ensure everyone's safety, all participants must abide by the rules listed below. Failure to comply will result in removal from the parade and prevention from future participation in the City of El Paso's Museums and Cultural Affairs events.

- Appropriate attire and icons: Parade participants are expected to align with the theme of Día de los Muertos and to respectfully highlight the symbols and elements associated with this cultural celebration. Some culturally relevant symbols include calaveras, marigolds, monarch butterflies, pan de muerto, altars, and so on.
- Any individuals participating, whether marching individually or accompanying a float, should be costumed appropriately and/or have their faces painted in a calavera style/be wearing a calavera mask.
- Absolutely NO Halloween themed floats and entries are allowed.
- Participants who violate the guidelines for appropriate attire/icons and instructions will be asked to leave parade lineup.
- Walking groups are limited to a max of 50 walkers per entry.
- Each group is highly encouraged on providing a sustainable source of music during their procession in order to ensure engagement and liveliness. (Be aware that a large audience will make cell service signals spotty, so it is best to play music from a source that is already downloaded and offline.)
- Music played must appropriate for all audiences and be relevant to theme of parade.
- Every PARTICIPANT entering animals in the parade must provide sanitation services for the route.
- Absolutely NO handing out candy, items, or giveaways as a parade participant, either from a float, horse, car, or walking.
- Low-rider cars and motorcycles welcome. Car clubs will have a limit of 5 entries, with a max of 6 vehicles per club. All car clubs must adhere to the Día de los Muertos theme and have automobile and motorcycle entries decorated appropriately. (Sport cars without relevance to theme will not be accepted.)
- Businesses interested in participating will be asked to enter the parade as sponsors for a fee. This fee is required to be paid by July 17th, 2026 to secure a spot in the parade. Logos and official business name will be asked for at this time so to be featured



on parade programming. Reach out to DDLm@elpasotexas.gov for more info!

- All parade participating groups and organizations must have a banner or sign identifying them at their time of procession for easy visibility.
- Floats and entries may be no more than 14 feet high, 35 feet long, and 20 feet wide.
- Person driving the float must present proof of insurance and current and valid state-issued Driver's License. A copy of each will be obtained at the mandatory orientation the group lead attends.
- All walking, marching and performance groups must stay in constant motion to avoid delays. A brief 30 second stop will occur at the midway point of the parade route where you will be allowed to perform, but no other stops are allowed to help ensure a safe, smooth cadence.
- Children and adults are not allowed to ride on the hood or sidestep of any vehicle. Any entry violating this rule will be immediately removed.
- An adult must supervise all children participating in the parade at all times.
- The order of the parade will be provided at one of our mandatory orientations. A parade number will be assigned for each vehicle you enter in the parade. This number must be displayed on the upper right side of your vehicle(s), float(s), or banner. The entries name must be displayed visibly on the front of their parade entry for the crowd and media to see. You will not be able to get into the parade lineup without a number.
- A fire extinguisher or dry chemical-all-purpose extinguisher is required. Extinguishers should be up to date, certified, and easily accessible to the driver. No smoking will be permitted on or near the floats. Decorations should be heat resistant, fire retardant/proof. The parade official and fire marshal will inspect prior to parade.
- Generators must be secured in vehicle/trailer and allow a 12" spacing between combustibles and generator. Must have plenty of gasoline to operate 3 to 4 hours.
- Only parade vehicles are authorized into the lineup staging zone. Please make proper plans to park personal vehicle (s) outside the staging perimeter.
- All parade participants are expected to behave in an appropriate manner, follow MCAD staff instructions, and be good neighbors to fellow parade participants.



- MCAD has a zero-tolerance policy for harassment of any kind. Participants failing to follow parade guidelines will be dismissed from the parade and barred from future participation in MCAD events.

I, _____ representing _____ (organization or business) (“group”) have completely read, and have a full understanding of the Rules & Regulations for the 2026 MACC Dia de los Muertos Parade. I agree that it will be my responsibility to inform all members of the group as to the Rules, Regulations, and Safety Requirements. I also understand and agree that if the group or any member thereof fails to abide by the Rules, Regulations, and Safety Requirements, that the group can be prevented from participating or expelled from the Parade.

Signature Date