



PERFORMANCE GROUP & SPECIALTY UNIT OFFICIAL 2025 APPLICATION

Performance Group & Specialty Unit applications are considered year round. Groups/units are invited to perform on a rolling admission basis. If your group is selected to appear in the 2025 Macy's Thanksgiving Day Parade®, you will be notified no later than June 30, 2025.

(Please note: You will only be contacted if your group is selected to join us for the upcoming parade.)

Complete the application below and return it with materials for consideration.

(Materials will not be returned to you.)

MATERIALS:

Required Materials:

- Completed Macy's Official Performance Group & Specialty Unit Application.
- Color photograph(s) of the entire Group/Unit in costume.
- Link or Flash Drive (if physically mailing application) of the Group/Unit performing a routine. Please ensure it has high quality Audio and Video.

Optional Materials:

- Group/Unit resume including: competitions & ratings (if applicable), parades and/or festivals, awards and special honors.
- Director's biography
- Press/promotional materials

All Participating Groups will be a 'walk through' when they arrive in the telecast area (no set performance for television), unless otherwise notified and agreed to in writing by Macy's Branded Entertainment. Macy's Inc. does not have control over the televising of the Parade and cannot be held responsible in any way if a participating group does not appear on television or radio, or a group's name is not mentioned or performance described, or if for any reason a group does not receive any publicity therefrom. In like manner, it is understood that, being a live event, circumstances may occur which could prevent NBC from televising all or part of a group's performance, and, thus cannot hold the NBC Television Network responsible in any way if a group does not appear over the television or the radio, or a group's name is not mentioned or performance described, or for any reason a group does not receive any publicity therefrom.

Official Group/Unit Name

Representing (School, Community or Organization, if applicable)

Director/Owner

Email

Phone

Address

City

State/Country

Zip

Organization Head/Principal/Dean (if applicable)

Total Number of Members

Age Range of Members

Describe Type of Unit (ie. dancers, musicians, horse unit, vehicle, etc.):

Complete Description of Proposed Performance:

Complete Description of Costuming, Including Colors (if applicable):

Describe any props used in your performance (please note, all props must be easily transportable as there is no pre-staging available in the telecast area.):

Have you participated in Macy's Thanksgiving Day Parade before?

Yes No If yes, which years? _____

Director/Owner Signature

Date

Organization Head/Principal/Dean Signature

Date

For any questions, please email: mevents@macys.com

Please send completed form and all requested materials to:

Parade.Performance.Committee@macys.com or

Performance Selection Committee, c/o Macy's

140 State Street, Moonachie, NJ 07074