

Parade Lineup Instructions & Guidelines

2025 Memphis Pride Parade

Welcome to the most colorful celebration to grace the iconic cobblestones of Beale Street, the Memphis Pride Parade! Every step you take becomes a line in the history we're writing together—a history grounded in authenticity, bravery, and joyful self-expression. Your participation in the Pride parade is more than a vibrant display; it's an affirmation of who we are and the real, positive change we're championing. Here, we dance, march, and stand with heads held high, making statements of identity in bold and inspiring ways.

So, let's share our stories, amplify our voices, and make this a celebration to remember. Because at the end of the day, this isn't just a parade—it's a powerful declaration of who we are and who we strive to be.

Welcome to the Memphis Pride Parade! 🏳️‍🌈🌟

Have Questions?

If you have questions that are not addressed in this guide, [our knowledge base](#) has more answers, including a link to contact us. [Download our mobile app](#) for more details about this year's Pride Fest.

Please also review the [Parade Rules & Safety Guidelines](#) prior to the lineup.

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⚠ These instructions may be modified as we are made aware of changes in the route or our access to the staging area, so please review them again just before the lineup.

Find Your Unit ID

If you registered through our website, your Unit ID can be found in [the parade lineup](#). If your organization does not appear in the lineup, [follow these instructions](#).

[\[Find Your Unit ID \]](#)

Find Your Lineup Zone

Your Unit ID will look something like the example below with three numbers followed by your lineup zone. For example, if your UNIT ID is 097 A, you will line up in Zone A. To find where your zone is located, see the [Parade Lineup Map](#).

097	A
UNIT #	ZONE

Zone	Unit Types	Units	Parade Lineup	Parade Map
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A	Walking Groups	001-069	Find Your Unit ID	Find Your Zone
B	Rolling Groups	070-079	Find Your Unit ID	Find Your Zone
C	Rolling Groups	080-089	Find Your Unit ID	Find Your Zone
D	Rolling Groups	110-119	Find Your Unit ID	Find Your Zone
E	Rolling Groups	120+	Find Your Unit ID	Find Your Zone
AA	Flags & Dignitaries	200-220	Find Your Unit ID	Find Your Zone

Wrong Unit Type?

For safety and security, the MPD mandates that rolling and walking groups are lined up in separate staging areas. Therefore, to maintain a balanced lineup, walking and rolling groups will be staggered into their final position at the step-off point. This means *your unit number does not determine your exact position* in the final lineup.

- If your unit is a walking group and you are listed as a Rolling Group, report to the end of Zone A (Beale Street & Danny Thomas)
- If your unit has no rolling vehicles and you are listed as a walking group, report to the end of Zone D (Union at Ida B Wells)

Not in the Lineup?

Last-minute registrations, sponsors or other entries that registered through alternate channels (Not through the [online registration forms](#)) may not appear in the lineup. If your entry fee has been submitted, but your unit does not appear in the lineup, follow these instructions:

- If your unit has no rolling vehicles and is not in the lineup, report to the end of Zone A (Beale Street & Danny Thomas)

- If your unit has motorized vehicles and is not in the lineup, report to the end of Zone D (Union at Ida B Wells)
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Check-In Time

Check-in officially begins at **10:30 AM**. Units in **Zones B and C** should check early for easier access to your lineup area.

Check-In Locations

You can report to [your Zone](#) to check-in. Volunteers will also be stationed at the [info booth](#) at S. Fourth & Beale Street to answer questions and guide you through the lineup process.

FLAG BEARERS / COLOR GUARDS

See an attendant in Zone AA at S. Fourth Street, near FedEx Forum, adjacent to the festival entrance. To volunteer as a flag bearer, report to a lineup crew member in this area by no later than **11:30 AM**.

Report to Zone AA ► [Get Directions](#)

CHECK-IN FOR FRONT-END UNITS 200 - 220 (Zone AA)

Grand Marshals, Titleholders, and VIPs will line up near the festival entrance on S. Fourth Street, south of Beale Street. Find a lineup crew member in this area or report to the parade tent for instructions.

Report to Zone AA ▶ [Get Directions](#)

WALKING UNITS 001- 069 (Zone A)

Walking units will line up on Beale Street, east of Fourth Street. Numbered markers will be placed along your designated lineup area. If you are unable to locate a marker with your unit number, see someone at the parade tent.

Report to Zone A or the Info Booth ▶ [Get Directions](#)

ROLLING UNITS 070 - 130 (Zones B, C, D, & E)

To streamline the check-in process, rolling groups may skip the parade tent and enter at their designated check-in points listed below. Pull into the entrance and wait for a lineup crew member to guide you to your position in the lineup area.

UNITS	GROUP	ENTRY POINT	
070-089	B & C	S Danny Thomas @ Gayoso	Check-in at Entry Point ▶ Get Directions
090-119	D	Union Ave @ S. Fourth St. (Ida B Wells)	Check-in at Entry Point ▶ Get Directions
120+	E	BB King Blvd @ Gayoso	Check-in at Entry Point ▶ Get Directions

If your rolling group entry was not on the lineup sheet, check in at S Danny Thomas @ Gayoso ▶ [Get Directions](#)

Line Up Process

1. **Prepare for the unexpected.** There are always unplanned obstructions or last-minute changes that are beyond our control. So be patient with your

lineup crew as we work to guide you through these moments and to adapt to our new realities.

2. **Rolling groups should pull vehicles into their check-in zone** (if possible) to avoid blocking traffic and wait for a lineup crew member to escort you to your position in the lineup.
 3. **Walking groups may skip check-in** and proceed to their spot in the lineup by looking for their numbered marker on the ground. A lineup crew member will come by to confirm your entry before step-off.
 4. **Stay hydrated.** Free bottled water will be available at the parade tent.
 5. **The pavement will be hot.** Please take the [recommended precautions for pets](#) to be sure they don't overheat. Make sure their paws are adequately protected. [More Pet Health and Safety Info](#)
 6. **Please review** our [Health and Safety Guidelines](#) prior to the lineup.
 7. **Height Restrictions:** Please be aware that there is a height restriction of 13' 11" due to obstacles along the parade route. If any part of a unit exceeds this limit, it must be collapsible or removable. This includes vehicles, decorations, costumes, signage, and delusions of grandeur. (and you know who you are...)
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Step-Off Process

1. **Step-off will begin at 11:00 AM** from Beale Street at S. Fourth Street.
2. **Follow immediately behind the group in front of you** until you reach the front of your lineup area (Beale Street @ S. Fourth Street).
3. **From this intersection**, groups will be staggered into their final position, so listen carefully to lineup crew members as they guide you through this process.

4. **At the step-off point**, a volunteer will ask for your **group name**, which the emcee will use to introduce your group as they pass by the parade stage. Please give them the organization or group name as you entered it in the registration form.
 5. The parade director will also be stationed at the step-off point to provide last-minute instructions and give you the green light to step off.
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Things to Remember Along the Route

1. To maintain a steady level of excitement from the crowd, groups should remain close together, maintaining a **maximum distance** of two car lengths between groups.
2. Unless you are performing, *avoid long stops at the parade stage* when being introduced. Keep moving.
3. Performing groups may pause **briefly** in front of the parade stage (**20 seconds max**) But then move quickly to catch up to the group before you.
4. Handouts are permitted, but **throwing items is prohibited**. Candy or other food items must be appropriately wrapped.
5. For the safety of attendees and your fellow participants, please do not engage with counter-protesters. See our [Policy on Engagement with Counter-Protesters](#).
6. Mid-South Pride's mission embodies a commitment to an inclusive, family-friendly ethos. Participants of Memphis Pride Fest are expected to abstain from explicit or indecent displays or behaviors, complying with City, County, State, and Federal laws. Upholding this policy ensures that our shared celebration continues to resonate with the spirit of respect and inclusivity.

End of Route Instructions

The route will end at Main Street. Follow the instructions of crew members stationed at the intersection.

Flag bearers should exit left and return flags and banners to the info booth near the main entrance.

Walking groups should exit left on Main St. to return to the festival.

Rolling groups should exit right.

Please note that vehicles will not be permitted to park in the line-up area after the procession. Vehicle owners are responsible for parking arrangements if they plan to return to the festival area.







The Parade Contest

Entries who completed the online registration form are eligible for entry in the parade contest, with the exception of front-end groups (grand marshalls, title holders, and other honorees). Judges are looking for:

- ✓ Theatrical Performances
- ✓ Outstanding Costumes
- ✓ Bold, Colorful Decorations
- ✓ Spirit / Enthusiasm
- ✓ Meaningful Message
- ✓ Overall Creativity

Award Categories

Award categories are listed below; however, judges do have the option to bestow additional awards.

-  Best Newcomer
-  Best Walking Group
-  Best Rolling Group
-  Best Float
-  Best Performing Arts Group
-  Best In Show (Grand Prize)

Winner Announcement

Winners will be announced on the Hustle & Glow stage (Stage West, near FedEx Forum), usually about 60 minutes after the parade ends.

Have Questions?

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