

Entry received: _____

Number Assigned: _____

Muertos y Marigolds Presents
34th Annual
South Valley Día de los Muertos Marigold Parade and Celebration
“Cómete el patriarcado: Feed our future”
Sunday, November 1, 2026

About the Marigold Parade Tradition

El Día de Los Muertos (Day of the Dead) is an ancient tradition rooted in Mexico, celebrating life and honoring those who have passed on. Our particular celebration draws its influences from the work of Jose Guadalupe Posada's early 1900s portrayal of personalities and professions as skeletons or calaveras. Posada depicted rich and poor alike as skeletons in ordinary and sometimes outrageous but tragic life settings. Printed sheets would circulate during Día De Los Muertos festivities where he would seize the opportunity for political satire and comedy. The Posada calavera always seemed to be laughing, frolicking and up to some kind of mischief.

We want the public to laugh and perhaps cry but never abhor, they must never be made to feel that they just walked away from seeing something gory, ghoulish, foul or traumatizing. Our mission is to exert cultural self-determination, strengthen community, and promote cultural exchange through intergenerational learning and expression through art, music, food, dance and political satire. We want to promote pride in South Valley cultural identity through our grassroots, non-corporate organizing.

Marigold Parade Guidelines

- Participants need to complete and submit this application in order to participate
- In the spirit of our mission to strengthen community and promote cultural exchange, parade participants can be schools, non-profits, and individuals or small groups. We will no longer have participants who are for profit business or political parties.
- To ensure sustainability of this event, we are asking for parade participants to make a donation. No group or individual will be turned away for inability to pay. We suggest individuals and small groups of less than 10 participants to donate \$25 and larger groups to donate \$50. Checks can be made out to “Muertos y Marigolds” and sent with Parade Application.
- **ASTHETICS FOR WALKING GROUPS AND MOTORIZED FLOATS**
 - Theme can vary some, but must also adhere to it.
 - ALL GROUPS MUST HAVE MARIGOLDS ON THEM (real, paper or synthetic)
 - All MEMBERS of groups must be masked or painted as Calaveras (NO HALLOWEEN COSTUMES, NO CLOWNS, NO BLOODY MASKS, NO LLORONAS AND NO EVIL SPIRITS will be permitted).

- Political satire is welcome, to be respectful of tradition - be tasteful and not traumatizing.
- **MOTORIZED FLOATS**
 - No fire, other types of combustibles, dangerous gases, liquids, chemicals, or weapons.
 - Float length is limited to 21 feet long to 12 feet height, and 12 feet wide.
 - Car clubs: please pick 5 of your cars to represent you in the parade.
- **LOGISTICS:**
 - Parade participants must assemble at the parade staging area at 10:00AM. The parade leaves promptly at 12:00 NOON.
 - Any materials being handed out during the parade and celebration must be pre-approved.
 - No drinking or drugging. Come sober and watch your language. This is a family event.
 - Unless your car is in the parade, please plan to carpool or be dropped off at the parade staging area.

You are committing to adhere to the parade guidelines listed above. In addition, you take responsibility that members of your group are aware of the guidelines and will also adhere to them.

1. Participant information
 - a. First Last: _____
 - b. Phone: (_____)_____ - _____
 - c. Email: _____
2. Float/parade display information
 - a. Title of float/parade display: _____
 - b. Description:
 - c. How does your float/parade display represent the theme, tradition of Día de Los Muertos, or la cultura mexicana/chicana/latina?

- d. How does your float/parade display promote the mission statement of the South Valley Día De Los Muertos Marigold Parade and Celebration?
 - e. Of what materials is it made?
 - f. How is it going to move down the parade route?
 - g. Number of youth involved: _____
 - h. Number of elders involved: _____
 - i. Number of professional artists involved: _____
 - j. Number of lay artists involved: _____
 - k. Any needs regarding accessibility? _____
 - l. Ethnicity of participants by number: _____
3. What are your ideas for maintaining the South Valley Día De Los Muertos Marigold Parade and Celebration as a grassroots, community, and non-corporate event?

For questions, please contact us: (505) 514-2386, muertosymarigolds@gmail.com

You will be notified by October 15th if your application was accepted and assigned a parade number. Your Parade number is fixed and the Parade Monitors will be on site to help you find your correct spot. Refusal to follow these directions will result in the removal of your entire group.