



Welcome

2026 Ambassador Orientation
Saturday, March 28, 2026





Saturday, April 25, 2026



Our Mission

To ensure, to the extent reasonably possible,
the safety and well-being of all Fiesta
Flambeau Parade participants, ambassadors,
and guests.



Executive Board



Erwin J. De Luna, President
Sebastian G. Elizondo, Parade Director
Leyhbert M. Sharp, Judging Director
Madeline Mendieta, Treasurer
Dolores Guzman Farias, Public Relations Director
Bonnie Carrisal, Ticket Director
Cecilia Mendiola, Compliance Director
Shaun Moya, Recording Secretary
Casey J. Watts, CFEE, Marshaling Director
Bea Tuley, Corresponding Secretary
Gloria Pelayo, Disbanding Director
James Fenimore, Immediate Past President



Parade Facts

- **1.5 million television viewers**
- **800,000 spectators**
- **10,224 participants**
- **72-million-dollar economic impact**

The Fiesta Flambeau® Parade, has been named “Best” in our budget category, for two years, “Best in the World” by the International Festivals and Events Association, and in 2018 and 2019, “Best in Texas” in 2019 at the Texas Festivals and Events Association.



Key Information

- Ambassador check-in/out times will begin at 7:00 a.m. at the forming area and run through 11:00 p.m based on individual schedules
- Street closures will begin at 2:30 p.m., with all streets closed by 4:00 p.m.
- Vanguard start time 7:15 pm
- Main Parade start time 7:45 pm
- LIVE TV syndicated broadcast by KSAT coverage begins at 8:00 p.m.
- Fiesta Flambeau® Parade Directors will be wearing RED shirts
- Information booths will be located in the forming area for assistance
- Port-o-lets will be located in the forming and disbanding areas



Code of Conduct

Ambassadors should conduct themselves in a professional manner befitting their particular work duties and reflecting positively on the Fiesta Flambeau Parade Association. Disrespectful conduct, violation of rules, policies or procedures, inappropriate and/or unauthorized use of Fiesta Flambeau equipment, any unethical or immoral conduct, and any other conduct that reflects negatively on Fiesta Flambeau.



Guest Service Guidelines

- Make eye contact and smile!
- Greet and welcome every guest you come in contact with.
- Display appropriate body language at all times.



Work Assignments

- **Banner Carriers-** a team of 3 will walk the 3.2-mile parade carrying a banner.
- **Compliance-** will work with the Compliance Director to ensure all units are in compliance.
- **Disbanding-** will work with the Disbanding Director to ensure the collection of all FFPA property at the end of the parade.
- **Food Court-** will work to serve lunch to ambassadors in the Food Court.
- **Ushers-** will work with the Ticketing Director to ensure guests with bleacher tickets are directed to their seats.
- **Judging Runner-** will assist the Judging Director on parade day with tasks and judges' requests.
- **Marshaling-** will work with the Marshaling Director to ensure all units are in their appropriate location.
- **Merch Sales-** will work to sell the official merchandise of Fiesta Flambeau Parade.
- **Parade Marshals-** will ensure that the flow of the parade is on pace and that units do not stop along the parade route.
- **Torch Carriers-** will carry a torch with a live flame along the 3.2-mile parade route.



Parade Marshals

- Will ensure that all participants maintain a spacing distance of 25 feet between entries throughout the entire parade route
- Will ensure that entries maintain a constant forward direction
- Will ensure that entries do not stop to perform
- Will work to prevent unnecessary “delays or gaps” by entries
- There are absolutely no injections allowed throughout the parade route (additional participants, children, props, etc.)
- Throwing of objects is **STRICTLY PROHIBITED** (medals, candy, beads, etc.)



Ambassador Parking



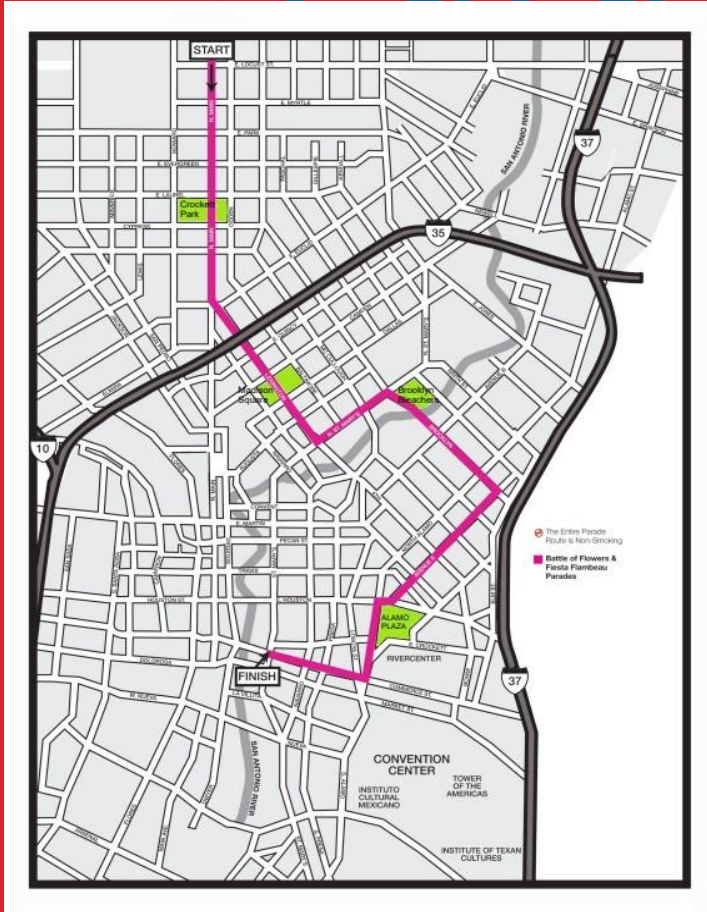
- You will be provided with a parking pass today. This pass is to be placed on your windshield above the registration sticker from the inside.
- This pass will allow you to park in Parking Garage 1. You must enter on Howard Street. **PLEASE PARK ON THE 5th FLOOR ONLY.** If you park on any other floor your car will be towed.

Dress Code

An ambassador t-shirt will be issued upon check in. Please dress for your work assignment. Shorts or jeans are acceptable. Closed toe, comfortable shoes are highly recommended. Caps or hats are also acceptable. A lighted vest will be provided and is required to be worn by all at all times.



Parade Route Map



The route is 3.1 miles

This map is available online at www.flambeau.org

Forming Area Maps



- Ambassador parking
- Information stations
- Drop off zones
- Ambassador check in
- Food court
- Floats
- Bands
- Wrist bands required



Inclement Weather



If inclement weather occurs prior to or during the parade, the Fiesta Flambeau Parade Association (FFPA) President will consult with all pertinent parties (SAPD, SAFD, FFPA Parade director and Compliance Director) to determine if reports of severe weather shall initiate the cancellation or delay of the parade.

Participants may decline to participate when weather threatens to damage uniforms, props, instruments, etc.

Participants are to have a weather plan in place should severe weather occur.

Every effort will be made to ensure the safety of all participants.



First Aid Stations



In the event of an accident, sickness or injury, the injured party shall be directed to the nearest First Aid Station. There are 13 stations setup throughout the parade route and forming area

First Aid personnel will tend to the injury and fill out an incident report which will be given to the Compliance Director.

In the event of a serious accident, sickness or injury where the injured party requires medical attention, First Aid personnel shall notify the nearest security officer or EMS personnel to the scene.

Safety Patrol



The Fiesta Flambeau® Parade, Inc. has hired additional officers, to include foot and bike patrols, for key areas of the parade route

All officers hired will be wearing designated officer uniforms and will be displaying Fiesta Flambeau Security identification

Please do not attempt to handle any incidents on your own, seek out the assistance of security or Fiesta Flambeau® Parade official/staff



Facebook Group



Stay up to date with real time information on our private Facebook Group for Ambassadors only.



Thank you

“The smallest act of kindness is worth more than the grandest intention.” —Oscar Wilde

