

June 1, 2019



Dear Community Partner:

On Saturday, **September 28th, 2019, the 14th annual Preston Scarecrow Festival** will once again be the talk of the town with a fun, unique way to promote your business and show your community spirit! This annual festival is eagerly anticipated each fall by folks throughout the region and is always well attended. "Preston Main Street" will return by popular demand, giving local businesses and organizations the opportunity to promote their organization for **FREE!**

Special for 2019: Back by popular demand, WCTY & K-HITs radio stations and popular DJ personalities will be at the Scarecrow Festival and have a special offer for Main Street scarecrow registrations: *The first 15 registrants will get your business' name announced on the radio the day of the festival - for FREE!* There is also an option to secure an advertising package that includes radio spots leading up to the festival - see enclosed flyer for more details.

By placing a scarecrow on Main Street, you can promote your business while festival visitors stroll down the street voting for their favorite scarecrow! There are many ways to capitalize on this space:

- Create a scarecrow that represents your business (and hopefully get votes too)
- Promote your brand
- Display signage
- Place pamphlets and/or specials offers or coupons
- Encourage traffic onto your website or Facebook
- Collect email addresses for a data base
- Inform them about upcoming sales and events

The possibilities are endless but real estate on Main Street is limited with only 20 lots available, so take action TODAY!

1. Reserve your spot on Main Street by completing the registration form and emailing it to: prestonscarecrows@gmail.com (remember, the 20 spots are on a first come first serve basis). **Main Street scarecrows must be pre-registered by September 20th.**
2. Brainstorm with your partners, members and employees on creative ways to have a scarecrow represent your business. Don't forget to think of extra ways to promote your business.
3. Build your scarecrow and bring them to PCCC Scarecrow Festival Grounds on **Friday, September 27th, between 5 pm - 7 pm for set up or Saturday, September 28, between 8:00 - 9:00 am.**

The winning scarecrow will be selected by popular vote, win a prize and receive a plaque to display in their business/organization establishment. Local press coverage always includes highlights of our scarecrows so your scarecrow presence reaches beyond Preston. Questions can be sent to prestonscarecrows@gmail.com.

Sincerely,

Leigh Pappas
Scarecrow Contest Committee, SCF



Preston City Congregational Church
Scarecrow Festival ★ September 28, 2019

MAIN STREET BUSINESS/ORGANIZATION SCARECROWS
SCARECROW CONTEST REGISTRATION – FREE ENTRY

Name of Business/Organization/Non-profit:

Contact Person: _____

Scarecrow Name: _____

Address: _____

Phone: _____

Email: _____

- Only 20 spaces on MAIN STREET available first come first registered! Please email, drop off or mail to Preston City Congregational Church, 321 Route 164, Preston, CT 06365, prestonscarecrows@gmail.com
Main Street scarecrows must be pre-registered by September 20th.
- You will receive a confirmation via email upon receipt of your registration with your Main Street address
- Scarecrows must arrive at the festival for set up on Friday, September 27, from 5 pm – 7 pm or Saturday, September 28, from 8 – 9 am
- For more information, please visit www.prestoncitycongregational.org or call 860-887-4647

Festival Use Only

Date of Registration:

Festival Location:

Assigned Scarecrow Number:



Preston City Congregational Church
Scarecrow Festival ★ September 28, 2019

SCARECROW CONTEST GUIDELINES

ONLY 20 REAL ESTATE LOTS ON MAIN STREET - REGISTER SOON!!!

1. Reserve your spot on Main Street by completing the registration form and email it to: preston scarecrows@gmail.com , mail in your registration or deliver it in person to Preston City Congregational Church, 321 Route 164, Preston, CT, 06365. You will be assigned a location and number for voting and identification purposes. **Main Street scarecrows must be pre-registered by September 20th.**
2. All scarecrows must be delivered and set up on Friday, September 27, from 5 pm – 7 pm or Saturday, September 28, from 8 – 9 am and left on display until the end of the festival.
3. Businesses are encouraged to promote their businesses with a scarecrow theme that represents their business/industry and include signage, coupons or other marketing materials to showcase their business.
4. No items such as tiki torches or any other flammable objects are allowed. Store bought (and subsequently decorated) scarecrows, human scarecrows or mechanical scarecrows are not allowed.
5. Scarecrows must be constructed to withstand the weather and be in good taste. No entry will be accepted that reflects controversial, social or political situations. We reserve the right to remove any entry that does not meet these standards.
6. Each entry must be prepared to sit or stand on its own props. No props will be provided. Stakes may be driven, however grounds must be left as before scarecrows arrived.
7. Preston City Congregational Church and the Festival Committee are not responsible for any loss or damage to entries.
8. Please bring a sign with your business name and scarecrow name (when applicable) to be displayed with your scarecrow.

Judging: Scarecrow judging will be by popular vote of festival visitors. Voting will be by secret ballot at voting boxes. Voting will end at 2:45 p.m., Saturday, September 28 and winners will be announced at 3:45 p.m.



Winning Business Scarecrow: \$100 1st Place Cash prize and a plaque to display in their business establishment,
2nd place \$50, 3rd place \$25