

2020 DOWNTOWN MANCHESTER SCARECROW FESTIVAL



See Why We're Special!

PARTICIPATION DETAILS

PARTICIPANTS

- ◆ Businesses and individuals are invited to participate.
- ◆ An optional \$10 donation is requested to help fund the Scarecrow Festival.
- ◆ All registration forms must be received at the office or DMSSD@manchesterct.gov by Wednesday, 9/30.
- ◆ All scarecrows will be featured in a video created by Crimson Art Box and posted on YouTube.
- ◆ Scarecrows will be featured on the DMSSD social media sites and website.

SCARECROW THEMES

- ◆ We ask that scarecrow artists avoid political themes in their creations. Our goal is to provide a fun and festive viewing experience that everyone can enjoy.
- ◆ We encourage you to be creative with your themes and scarecrow names.
- ◆ We encourage businesses to create scarecrows that highlight the products and services they offer in a creative manner.

DISPLAYING SCARECROWS

- ◆ Each participant is responsible to install his/her own scarecrow between **Wednesday 10/7** and **Saturday 10/10**. Photographs will be taken beginning on Sunday, 10/11.
- ◆ Scarecrows will be on display for two weeks, from **Saturday, Oct. 10th** until **Saturday, October 24th**.
- ◆ Each participant is responsible to remove his/her own scarecrow by the end of the day on **Sunday, October 25th**.
- ◆ Scarecrow locations will be assigned by the Downtown District. Each participant will receive a written description of their assigned location by **Monday, 10/5**.
- ◆ Most scarecrows will be displayed in the concrete planters located along Main St. If a location other than a planter is designated for your scarecrow, it will be noted on your assignment location form.
- ◆ Metal channel posts will be installed in each planter and participants will affix their scarecrow to the channel post. Please make sure your scarecrows are securely affixed. We suggest using plastic zip ties.
- ◆ Please be sure that Scarecrows are sturdily constructed to withstand wind and rain.
- ◆ Each scarecrow will receive a decorative nametag featuring the name of the scarecrow and the business/individual who created the scarecrow.

COMPETITIONS

~ FACEBOOK FAVORITES

- ◆ Photos of the scarecrows will be posted on a special Facebook page and Facebook fans will be invited to vote for their favorite scarecrow. We encourage you to interact with this post and have your friends vote! Three prizes will be awarded.

~ SELFIE WITH A SCARECROW

- ◆ We will be conducting Instagram and Facebook "Selfie with a Scarecrow" competitions. You are welcome to pose with your scarecrow and enter these contests! See our Social Media pages for more details.

~ ANNOUNCEMENT OF WINNERS

- ◆ **Contest winners will be announced on Friday, Oct. 25th via Facebook, The Scarecrow Festival page, and Downtown District website.** Winners will be notified and prizes mailed to all winners. A press release announcing winners will be sent to local newspapers.

Please contact Joy at the Downtown District Office with any questions.
Phone: 860 645-2101. Email: DMSSD@manchesterct.gov

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Participant Registration Form



See Why We're Special!

Contact Name: _____

Business Name (if applicable): _____

Address: _____

Phone: _____ Email: _____

For Businesses ONLY:

Bus. Facebook: _____ Instagram: _____

Please like/follow the DMSSD on Facebook & Instagram!

Please initial Each Space Below:

YES, I will create a scarecrow for the Scarecrow Festival.

I understand that I must install my scarecrow in my **assigned** location between Oct. 7th and Oct. 10th. Scarecrows will remain on display through October 24th. Locations will be assigned and additional details provided upon receipt of this form.

I give permission for my scarecrow to be photographed and for those photographs to be used by the DMSSD in online and print marketing.

Name of Scarecrow as you wish it to appear in the program and on a sign placed on the Scarecrow

Ex. Chef Scarecrow

Name of Scarecrow creator(s) as you wish it to appear in the program and on a sign placed on the Scarecrow

Ex: Scarecrow created by Happy Acres Garden Club.

An optional \$10.00 donation is suggested to help defray event costs.

Yes, I will mail a donation.

No, I will not be able to donate this year.

***All forms must be received by Wednesday, 9/30.
Return forms by mail, email or fax:***

**DMSSD
983 Main Street Suite 10
Manchester, CT 06040
dmssd@manchesterct.gov
Fax: 860-645-5325
Phone: 860-645-2101**