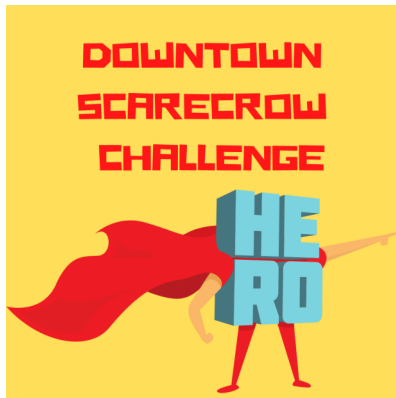


DOWNTOWN MANCHESTER 2021 SCARECROW FESTIVAL October 7—24



UNDERCOVER HEROES

This year we are challenging you to line Main Street with heroes! We encourage you to be creative as you consider this theme—and consider your hero's undercover identity. It is after all, a time for costumes and disguises!

What type of problem can your hero solve? What super powers are needed? How can you represent your club / business / family with a hero? We can't wait to find out!

Hero scarecrows will be entered into a judging for special prizes including "Best in Theme by a Group or Business" and "Best in Theme by an Individual."

DATES

9/28 FINAL Day to Register

10/7 - 10/9 Install Scarecrows

10/9 Scarecrows will be featured during our 2nd Saturdays Downtown & YOUTHFEST 2021 by Imagine Main Street

10/24 Remove Scarecrows

PARTICIPANTS

- Everyone is welcome! Business, Club, School, Family or Individual
- \$10 donation is requested
- Scarecrows will be labeled with a sign including scarecrow name, artist name, AND QR Code!
- Businesses are encouraged to connect their hero to their business in creative ways!

THE CONTEST

- ◆ **Facebook Favorites:** Scarecrows will be posted @downtownmanchesterct on Facebook and followers will have a chance to vote for their favorites.
 - ◆ First Prize:(\$50 Gift Card)
 - ◆ 2nd & 3rd Prize (\$25 Gift Card)
- ◆ **Judge-Awarded Prizes:** A panel of judges will choose winners in the following categories:
 - ◆ Best in Theme by a Business (Certificate & Ad Space in Guide Book)
 - ◆ Best in Theme by Individual/Family (\$50 Gift Card)
 - ◆ Most Creative Use of Materials (\$25 Gift Card)
 - ◆ Up to Five Honorable Mentions (\$15 Gift Cards)

TELL YOUR STORY

We want to know more about your hero! This year you will be asked to submit a short bio about your hero (due by 9/28). You can even choose to submit a 20 second video! Each hero's sign will feature a QR Code linking to this information about your hero (and your business, if applicable) and video. We are excited to give your downtown guests a fun and interactive viewing experience!

We can't wait to learn your hero's name, superpowers and the evils that it fights! Can your latte stop brain fog? Can your lawyer fight injustice? Does your hero fight loneliness or bullying? After registering, you will be sent a form to complete with this information —so start your brainstorming!

FREQUENTLY ASKED QUESTIONS

How do I register?

You can register online at www.downtownmanchester.org. To request a paper registration form email dmsd@manchesterct.gov or call 860-647-5276.

What is the registration fee for?

We will use the \$10 donations to fund the program including contest prizes, signs for scarecrows, and advertisements.

How will my scarecrow be displayed?

Your scarecrow will be attached to a green channel stake. Plan to attach it with zipties. This stake will be inserted in the ground or in a planter.

Where will my scarecrow be placed?

The district will assign scarecrow locations on 9/29. It will be very helpful if you register as soon as possible so that we can begin our planning!

Can I register late?

Unfortunately, no. We need to honor our deadline in order to print our signs. In fact, registering early will be very helpful!

What materials should I use?

You may use any materials of your choosing! Please consider the weather (wind/rain) and use materials that will last a few weeks outdoors.

Will my scarecrow be photographed?

Yes! Photographs of scarecrows will be shared on our Facebook and Instagram accounts (@downtownmanchesterct) as well as on our website.

Can my scarecrow advertise my group/business?

Yes...and No. We encourage you to incorporate your business/group into your scarecrow's theme. Your scarecrow is welcome to wear branded merchandise and clothing. Your group's name will be printed on the provided sign and we will list your business website and information on the bio sheet that is linked to the QR code. We ask that you do NOT attach a business sign/lawn sign to your scarecrow or planter.

What is the "2nd Saturday Downtown"?

October 9th will be the last of our 2nd Saturdays Downtown for this summer season. There will be outdoor vendor markets, live music, and special performances by youth artists at Imagine Main Street's YOUTHFEST 2021. We expect many people to come downtown and view your scarecrows.

When should I set up my scarecrow?

The channel stakes will be in place by October 6th. You may begin attaching your scarecrows on October 7th. If at all possible, we ask that all scarecrows be up by 10am on October 9th when the YouthFest begins!

When should I take down my scarecrow?

We ask that you come and take down your scarecrow on 10/24 or 10/25. It is your responsibility to remove your scarecrow.

Questions?
Joy Press, Downtown Manager
dmsd@manchesterct.gov