

Wilmslow SCARECROW Festival 2013 June 28 - July 14



Yes it's Scarecrow time again – time to get creative and turn
Wilmslow into the Scariest **SCARECROW** Town in the North West.

Fewer shoppers are hitting the high street, many long established local businesses have closed and the battle continues to win customers. To survive, your business needs higher visibility across every channel that customers use.

To this end, the partnership of Wilmslow Dean Rotary Club and Wilmslow Business Group will once again raise the profile of Wilmslow Town in order to attract a higher footfall, increase business and defend what share we presently have. In short, it's for YOU and your business/organisation!!

So here we go again with our colourful and fun event that guarantees to attract public interest, raise greater awareness of your business/organisation, increase revenue, put Wilmslow Town on the 'tourist' map and best of all, by taking part you get to participate in the sheer fun of this year's 'Wilmslow Scarecrow Festival' - Guaranteed to be **BIG – BOLD – BOISTEROUS & NOISY**

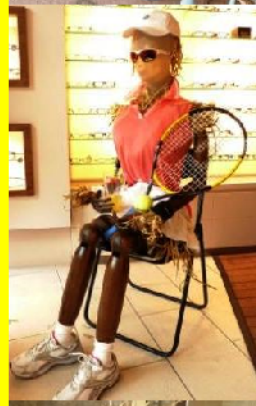
Now in its 4th Year, the Wilmslow Scarecrow Festival is eagerly awaited and continues to be a great attraction to all who visit the town during the 17-day event. With just short of 200 Scarecrows on view across the town last year we generated a great deal of public and media interest, heightened awareness of local businesses and most importantly the event helped to increase revenues. And thanks to your help we also raised over £2,000 to support local worthy causes. We hope to achieve over the 200 Scarecrows this year to entice even more people to come and take a look at the wonderful creations depicting the wealth of business activity or other themes you might wish to show to attract attention, generate more business or promote your organisation.

WANT TO JOIN IN THE FUN? - SEE OVERLEAF FOR THE DETAIL...

This is a proven WIN-WIN event for your business/organisation, the Town, local worthy causes and a real boost to morale during these current economic times.

BE PART OF IT, SIGN UP TODAY

Please complete the application form below and show your support (closing date 21st June 2013)
For additional information call Geoff on 07760 194788 or Roy on 07977 501048



Business Name _____ Type of Business _____

Address _____

Contact Name _____ Tel _____ Mobile _____

Email _____ V1.0

Please make cheque payable to: **Wilmslow Dean Rotary Club (Scarecrow Festival)**
We also accept cash. When completed please take your form with payment to our central registration point at:

Wheeldon Opticians 11 Hawthorn Lane, Wilmslow (Opposite the Post Office) A receipt will be provided.



Here's the detail – PLEASE READ ME!

- You pay just **£20 per Scarecrow entry fee** (£10 for Schools) this money will be used to support local good causes
- You make a Scarecrow/s (straw or paper mâché) **to put on public display by 21st June**
- You consider offering the public 'special' Scarecrow Festival discounts/products
- Every type of businesses can participate – street level and above including Pubs, Hotels etc
- Also Churches, Police, Fire, Schools, Library, Railway Station, Care Homes, Scouts, Guides and individual households can also join in the fun
- Best Business Scarecrow Competition 1st, 2nd, 3rd (Trophy for 1st Prize Winner)
- Best School/Organisation Scarecrow Competition 1st, 2nd, 3rd (Trophy for 1st Prize Winner)
- Grand Display of selected Scarecrows at the Wilmslow Show 14th July
- Scarecrow 'Treasure Hunt' across the town for families – plus Prizes
- Scarecrow Parade with Batala Samba Drumming band 6th July across the town
- Consider linking your Scarecrow in with the Incredible Edible theme
- High profile promotion of the 17-day event through Wilmslow Express, Imagine FM radio, www.wilmslow.co.uk, Cheshire Life and Live Cheshire magazines, (including post event photos), The Wilmslow Dean Rotary Club, Wilmslow Scarecrow Festival & Wilmslow Business Group websites plus street signs and banners across the town

Scarecrow Parade & Batala Samba Drumming Band SATURDAY 6th JULY DON'T MISS IT !



Wilmslow Dean
Rotary Club

WORKING FOR YOUR COMMUNITY

WILMSLOW
BUSINESS
GROUP

Wheeldon-Opticians

West Didsbury | Wilmslow | Cheadle

MAIL
BOXES
ETC
WILMSLOW



Enter the Wilmslow Scarecrow Festival Today

Just fill in the form overleaf and take a cheque or cash to:

Wheeldon Opticians, 11 Hawthorn Lane, Wilmslow (Opposite the Post Office)

Wheeldon-Opticians

West Didsbury | Wilmslow | Cheadle