

Wilmslow SCARECROW Festival 2012 June 22nd - July 8th

Yes it's that time again – time for your business to get creative and show the public...

...Wilmslow has



Without customers, there is no business, and with more shopping destinations than ever before, winning footfall is getting harder. Fewer shoppers are hitting the high street and the battle continues to win customers. To survive in this current economic "cut-back" climate, your business needs higher visibility across every channel that the customers use.

To this end, the partnership of the Wilmslow Dean Rotary Club and the Wilmslow Business Group will again attempt to raise the profile of Wilmslow town to attract a higher footfall, increase business and defend what share we presently have.

So here we go again with our colourful, fun shopping event that guarantees to attract public interest, raise greater awareness of your business, increase revenue, put Wilmslow on the "tourist map" and best of all, by taking part you and your staff get to participate in the sheer fun of this year's "Wilmslow Scarecrow Festival". It'll be BIGGER - BOLDER - BOISTEROUS !

Now in its 3rd year, The Wilmslow Scarecrow Festival has proved to be a real winner with businesses and the public alike. With just short of 200 Scarecrows on display across the town last year generating a great deal of public and media interest, the event heightened awareness of local businesses and most importantly, helped to increase revenues. All monies raised are used by The Rotary Club of Wilmslow Dean in the community to support local charities and worthy causes. The event now spans 17 days and with so much going on in the UK this year, (Queens Jubilee – Olympic Games) there should be no problem thinking up a theme for your Scarecrow !!! And you can be certain there will be much competition to entice even more shoppers to come and take a look at the wonderful creations depicting the wealth of talent and business activity or other theme/s you might wish to show to attract attention and of course generate more sales.

SO WHAT'S THE DEAL? SEE OVER FOR THE DETAIL!

This is a proven WIN-WIN event for your business/organisation, the Town, local worthy causes and a real morale boost during these current economic difficulties - **BE PART OF IT, SIGN UP TODAY!**

Please complete the application form below and show your support....

For further info call Roy on 07977 501 048 or Geoff on 07760 194 788



Business Name _____ Type of Business _____

Address _____

Contact Name _____ Tel _____ Mobile _____

Email _____ V1.0

Please make cheques payable to: Wilmslow Dean Rotary Club (Scarecrow Festival)
We also accept cash. When completed please take your form with payment to our central point at:
MAIL BOXES ETC. 60 Water Lane, Wilmslow. Tel: 01625 535 600. A receipt will be provided.



**WILMSLOW
BUSINESS
GROUP**



Here's the detail - Read Me!

Wilmslow has...



- ▶ You pay just £20 per Scarecrow entry.
This money will be used to support local good causes.
- ▶ You make a Scarecrow/s (straw, paper mâché etc)...
to display inside or outside of your business.
All Scarecrows MUST be on display no later than 15th June.
- ▶ You consider offering the public 'special' Scarecrow Festival discounts/products.
- ▶ All types of businesses can participate – street level and above + Churches, Police, Fire, Schools, Library, Railway Station, Pubs – all can join in the fun!
- ▶ Best Business Scarecrow Competition for all entrants
1st, 2nd, 3rd Prizes, Trophy for 1st Prize Winner!
- ▶ Best School Scarecrow Competition for all entrants – 1st, 2nd, 3rd Prizes.
- ▶ Grand Display of selected Scarecrows at the Wilmslow Show on 8th July.
- ▶ Scarecrow 'Treasure Hunt' across the town for families – plus Prizes.
- ▶ Local Celebrity/s will take part.
- ▶ 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 Business Group websites plus street and window posters.
- ▶ **Grand Scarecrow Parade with Batala Samba Drumming band SATURDAY 30th June. DON'T MISS THIS!**



Wilmslow Dean
Rotary Club



WORKING FOR YOUR COMMUNITY

WILMSLOW
BUSINESS
GROUP

DESIGNED, PRINTED AND DONATED BY STEVE AT MBE 01625 535600



MAIL BOXES ETC.
WILMSLOW



Yes Please!



Want to enter the Wilmslow Scarecrow Festival?

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

MAIL BOXES ETC. Courthill House - 60 Water Lane - Wilmslow - SK9 5AJ