

Wilmslow Rotary SCARECROW Festival 2016 June 18th - July 1st



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, Wilmslow Business Group & Wilmslow in Bloom, will once again raise the profile of Wilmslow Town in order to attract a higher footfall, increase business & 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 Rotary Scarecrow Festival' - Guaranteed to be **BIG – BOLD – BOISTEROUS & NOISY**

'THANK YOU'

Now in its 7th Year, the Wilmslow Rotary Scarecrow Festival has contributed to Wilmslow being on the tourist map and helped to increase revenues for local businesses.

Additionally, those who participate in the event have enabled us to support worthy causes and the less fortunate.

Thanks to you our Rota-Toy scheme provided much needed toys and creative materials for 600 children last year. And thanks to you, we were able to establish a library in a local children's home with over £3,000 of books and provide canal trips for our senior citizens.

So, 'Thank You' for joining in the fun of Scarecrow, we really appreciate your support. The more scarecrows we have – the more funds we raise...

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 13th June 2015)
For additional information call Geoff on 07760 194788 or Roy on 07977 501048



✂

Business Name _____ Type of Business _____

Address _____

Contact Name _____ Tel _____ Mobile _____

Email _____

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 Old 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 13th June (we need to take photographs)**
- 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 & £100 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 10th July
- Scarecrow 'Treasure Hunt' across the town for families – plus Prizes
- Scarecrow Parade with the famous Cheshire Constabulary Brass Band & Drummers on 2nd July across the town
- **Join in the Wilmslow in Bloom theme for added attraction and impact!**
- High profile media promotion of the 13-day event through; Imagine FM radio, Wilmslow.co.uk, So Cheshire, Mums in the Know, Live Cheshire magazine, (including post event photos), The Wilmslow Dean Rotary Club, Wilmslow Scarecrow Festival & Wilmslow Business Group websites and much more coverage of those taking part in this high profile event.



Scarecrow Parade and the Famous Cheshire Constabulary Brass Band and Drummers

SATURDAY 2nd JULY - NOT TO BE MISSED!



Wilmslow Dean Rotary Club
WORKING FOR YOUR COMMUNITY



WILMSLOW BUSINESS GROUP
Get into WILMSLOW



Enter the Wilmslow Rotary 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

