

DOWNTOWN MANCHESTER SCARECROW FESTIVAL

October 4—Nov. 1 2023



DATES

9/18 FINAL Day to Register

10/4-10/7 Install

10/29 -11/1 Remove
Scarecrows

PARTICIPANTS

- Everyone is welcome!
Business, Club, School,
Family or Individual
- Scarecrows will be labeled
with a sign including
scarecrow name & artist/
organization name.
- **Scarecrow Businesses &
Organizations are
invited to participate in
Downtown Trick or
Treat and Holiday on
Main by hosting a free
booth!**

MANCHESTER: DREAM FOR THE FUTURE

Throughout 2023 the Town of Manchester will be celebrating it's bicentennial anniversary! As the celebrations wrap-up this fall, we invite our scarecrow artists to create a vision for the FUTURE—and the future of Manchester!

As always, participation in the theme is encouraged but optional.

THE CONTEST

- ♦ **Fan Picks:** We plan to re-instate in-person voting along Main Street this year! Guests will have a chance to cast a vote in up to 10 participating Downtown businesses!
- ♦ **Facebook Favorites:** Scarecrows will be posted @downtownmanchesterct on Facebook and followers will have a chance to vote for their favorites.
 - ♦ Facebook Favorite by an Individual/Family
 - ♦ Facebook Favorite by a Business or Organization
- ♦ **Judge-Awarded Prize:** A panel of judges will choose a winner for the best implementation of the theme.

Prizes to be announced in August!

TELL YOUR STORY

You are invited to tell us more about your Manchester-inspired Scarecrow creation! We will share your story on our website. We will also include a 2-3 sentence description of your business, complete with a link to your business/organization's site if applicable.

Information must be submitted by **9/30** in order to be included online.

FREQUENTLY ASKED QUESTIONS

How do I register?

You can register online at www.downtownmanchester.org. To request a paper registration form email jpress@manchesterct.gov.

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. *Most scarecrows will be placed in a large planter. Some will be displayed on stakes in grassy areas. If you have a preference, let us know ASAP.*

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 our scarecrow web page. We ask that you do NOT attach a business sign/lawn sign to your scarecrow or place a lawn sign in a planter. *Be creative in your publicity :)*

What is the "2nd Saturday Downtown"?

October 14th will be the last of our 2nd Saturdays Downtown for this summer season. There will be outdoor vendor markets, live music, and other activities hosted by downtown businesses. We expect many people to come downtown and view your scarecrows. *Scarecrows will also be on display during our Downtown Trick or Treat on Saturday, 10/21! This is always a well attended event.*

When should I set up my scarecrow?

The channel stakes will be in place by mid day on October 4th. You may begin attaching your scarecrows on October 4th.

When should I take down my scarecrow?

We ask that you come and take down your scarecrow on 10/29 to 11/1. It is your responsibility to remove your scarecrow. You may take your plastic sign but **PLEASE LEAVE ALL METAL STAKES—including the small stake holding your sign.**

Questions?

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