



25th St. Charles Scarecrow Festival
Oct. 8-10, 2010
www.scarecrowfest.com

Marketing & Advertising

Scarecrow Festival average attendance: 60,000
2008 record attendance of 100,000

**The St. Charles Scarecrow Festival is highlighted in the following
St. Charles Visitors Bureau marketing and promotions:**

Scarecrow Festival promotions reach thousands of consumers throughout the year!

Scarecrow Festival Print Ads & promotions:

Oprah Magazine Sept. issue (St. Charles ad including festival)

Trib local

The KC Chronicle

Radio Disney radio

West Suburban Living Magazine

Chicago Parent Going Places

Suburban Focus

Oakley Guide

Family Time Magazine

Daily Herald Fall Guide

Scarecrow event listing in dozens of family oriented publications & area radio – free listings

St. Charles Visitors Bureau marketing material including Scarecrow Fest:

Annual St. Charles Visitors Guide

Scarecrow Festival year round rack card

St. Charles Scarecrow Festival Brochure

Festival Brochure mailed to 8,000+ bureau mail list.

Festival promotions to bureau's E-mail list

Promoted on the following websites:

www.visitstcharles.com

www.enjoyillinois.com

www.chicagolandtravel.com

Results: www.scarecrowfest.com Unique Visits = 40,900 from Jan-Dec. 2009!

Group Tour (Motorcoach) marketing:

Leisure Group Travel Magazine

All Group Tour marketing materials

22 Buses visited in 2009



**2007 & 2009 Scarecrow Festival awarded one of
the top 100 events in North America by
American Bus Association**

**The 2008 Scarecrow Festival was on MSN (Travel website)
one of the "19 Hot Spots for Autumn" (in the country)!!!**

Proudly produced by:

The St. Charles Visitors Bureau 311 N. Second St. St. Charles, IL 60174 630-377-6161

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What Is Scarecrow Festival All About?

The festival began as a small community event in October of 1985. Businesses and residents built scarecrows to display downtown St. Charles in Lincoln Park. The first festival had a dozen scarecrows, several bales of hay and a few potted flowers as decoration.

Scarecrow Fest has evolved into a nationally recognized event that now displays 150+ scarecrow creations and averages 60,000 guests over the 3 day event. (100,000 in 2008 – 3 days of perfect weather) Festival guests cover a wide range of ages, the majority are families with young children including grandparents. All ages enjoy viewing over 100 whimsical Scarecrow hand-made creations. Festival guests can vote for their favorite entry in six categories, enjoy live musical entertainment, lots of free kid activities, great food and the Autumn of the Fox Arts & Craft Show featuring 150 vendors.
All possible with support of our valued Sponsors and vendors.

It's About Fun...

As happens with most great events, the Scarecrow Festival grew, and the Scarecrow Contest became the “heart” of the event. The contest is free to enter and open to everyone! Categories were set up to handle the incredible creativity of the community and beyond so that all could make a scarecrow limited only by their imaginations! Families join together to create a scarecrow as a fun project. Businesses encourage staff to create a scarecrow that reflects their business. Clubs & organizations gather together and enter a creation as a group project.
The contest is all about FUN!

It's About Family, Children, Singles and Seniors . . .

Early in “**Scarecrow Festival History**,” the St. Charles Convention & Visitors Bureau agreed to organize, coordinate and present the annual event. All festival revenue is used to underwrite the costs involved in presenting this quality, family focused event. ***The Scarecrow Festival is one of the few, non-alcohol events in the area.*** This is also one of the very few festivals where **numerous, FREE children's activities** are offered, including the popular “Make Your Own Scarecrow,” where families can make and take a scarecrow home. **ALL Free** Parents, grandparents and singles will enjoy the “Main Tent headliner entertainment, huge Arts and Craft show along with a model railroad, Harley & Car display. The “heart & soul” of the fest is the Scarecrow displays which are enjoyed by the young and young at heart! Whether you are 2 or 102 there are there are activities for all ages **The Visitors Bureau is able to provide this wholesome and free entertainment thanks to our sponsors & vendors.**

It's About Giving Back to the Community...

Sponsorships help the Visitors Bureau to make donations to the Order of the Arrow Eagle Scouts, who for years have worked the festival keeping all locations clean. The Visitors Bureau also donates funds to local service groups, high school clubs and other non-profit organizations for their assistance in working at the event. Sponsorships also cover the costs of all the FREE entertainment, children's events, “San Francisco” style trolleys that take fest-goers throughout the festival.

It's about getting involved . . .

We invite you to participate in the Scarecrow Festival where you have an opportunity to get involved in the community, promote your business, have fun and support our award-winning event . . . are you interested?

If so please review our sponsorship/vendor opportunities, and give the St. Charles Visitors Bureau a call with any questions you might have or to customize your participation in this exciting fall festival!

Proudly produced by the St. Charles Convention & Visitors Bureau
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