Scarecrow Walk

Fri., Oct. 11 to Thurs., Oct. 31

Throughout Waterdown Village

More than 120 scarecrows displayed in 2023!

- *See gallery of last year's creations at -* waterdownvillage.ca/gallery/2023-scarecrow-walk/
- **We provide frame for FREE - you just decorate it**
- Scavenger Hunt drives foot traffic as visitors look for their favourite scarecrows and search for randomly placed clues* to win prizes.



BENEFITS OF DISPLAYING A SCARECROW:

- **Promotion** - your business will be listed in brochure mailed to 7,500 Waterdown postal codes
- Great photo ops and **content for your social media**
- Increased foot traffic and expsoure as 'hunters' look for your scarecrow
- Chance to compete with peers for best-dressed scarecrow **prizes**.



YOUR COSTS:

- Materials to decorate your frame.

QUESTIONS? MORE INFO?

CONTACT

Susan Pennie
(289) 260-6841
susan@waterdownvillage.ca

***NOTE - RE: SCAVENGER HUNT:** Not all scarecrows will have a clue. Each year, approx. 20 scarecrows are randomly selected for clue placement with the goal to drive foot traffic to all corners of the BIA, feature different categories, sometimes highlight new businesses and mix up the contest for participants from year-to-year.*

- **Easy, low cost to participate**
- **Involve your employees - fun morale-builder**
- **Gain goodwill & exposure**

WORKSHEET

- ☐ I will display a scarecrow
- ☐ I have a frame
- ☐ I need a frame - *FREE*
- ☐ Decorations $ _____

NOTES: _____

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TOTAL COST: $ _____