

# 2011 SCARECROW CONTEST

## BUSINESS ENTRIES

**The Sister Bay Historical Society (SBHS), with support from the Sister Bay Advancement Association (SBAA), is sponsoring the 2011 Scarecrow Contest.**

### MAIN GOALS OF THE CONTEST:

- Attract visitors and customers to local businesses and to the Corner of the Past Museum;
- Provide a fun activity for residents and guests;
- Stimulate tourism with emphasis on our community's offerings;
- Add a festive, fun dimension to the Corner Of The Past Museum and to the Door County Festival Of The Arts (Aug. 13, 2011) with the display of the scarecrows;
- Raise funds for operation of the Sister Bay Historical Society and Corner of the Past Museum;
- Increase patronage and sales at participating Sister Bay businesses.

### PLAN & ACTIVITY SCHEDULE:

Fall Festival float in 2010 for promotion, and distribution of 2011 Contest Application Forms;

Both SBHS and SBAA will advertise and promote the event;

Area businesses will be encouraged to participate in the contest by building a scarecrow and/or donating prizes for awards;

Business entries will be displayed at each participant's business, (either inside or out) from June 10 (for Blossom Fest – June 11) through Aug. 13 (for D. C. Festival of the Arts)

Entries from all other categories will be displayed at the Corner of the Past Museum in Sister Bay starting on July 5th.

Participants may choose any theme for their scarecrow. Businesses are encouraged to involve employees in the design and construction. To discourage vandalism, businesses are encouraged to bring their scarecrows inside at night.

### JUDGING OF ENTRIES & FUNDRAISING:

**A voting box will be placed at each business that enters a scarecrow.**

To help raise funds for SBHS, we are requesting **\$1 per vote**, with each dollar contributed to SBHS. Each \$1 counts as a vote for that business's scarecrow entry. The **business collecting the most contributions** will be awarded the "People's Choice Award."

In addition to the Business "People's Choice Award," a panel of three unbiased judges — chosen from the community — will judge each category for 1st, 2nd and 3rd place awards.

**Award winners will be announced on Saturday, July 9** at the Corner of the Past Farm Market. Awards will include ribbons attached to the winning scarecrows and prizes donated by area businesses.

Participants in all categories will be encouraged to **donate their scarecrow to the Sister Bay Historical Society to be auctioned as a fundraiser** for SBHS during the D.C. Festival of the Arts on August 13. The auction will be held in the Sister Bay Water Front Park.

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## SCHEDULE:

**Friday June 10:** Scarecrows go on display at participating businesses

**June 10 to July 8:** People's choice voting at participating businesses

**Saturday July 9:** Awards announced at the Corner of the Past Museum

Scarecrows may remain on display at participating businesses thru Fri. Aug. 12

**Saturday Aug. 13:** Auction of donated scarecrows at Festival of the Arts

## BUSINESS ENTRY FORM:

Must be submitted by June 10; Please enclose \$5 entry fee with your completed application.

Business name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

I will donate my scarecrow for auction on Aug. 13 to support the SBHS. (Optional)

Please send application & \$5 fee to:

Don Howard 2536 Fieldcrest Lane, Sister Bay WI, 54234

Questions? Call Don: 920-854-5487