



Swaffham Scarecrow Festival 2022

Late summer bank holiday,
26th, 27th, 28th, 29th August

Dear Mayor and Councillors of Swaffham

I am writing to you to formally introduce you to our towns first Scarecrow Festival

Throughout the town, in gardens and outside businesses there will be scarecrows dotted around some of celebs, some topical, many of them cheerfully daft the choice is down to the participating businesses and other participants but they will be made to truly impress.

We would like to invite our Mayor to judge the Scarecrows over the weekend and award a prize to the best one.

The Swaffham Town wide community event has the aim of bringing people together in creating scarecrows, generating smiles, encouraging visitors to come to Swaffham to enjoy the Festival.

This idea is of course nothing new and similar festivals can be enjoyed up and down the country and all are well attended by local residents and tourists. I hope this will be just as successful and bring a much needed boost to tourism in the town.

As the town council I hoped you would look to support this event not only by word of mouth and through social media but also by way of sponsorship, I would like to request sponsorship of £100 to assist with the production of the event booklet which will include the scarecrow trail map and will be made available to visitors and residents from any participating business.

In return I would like to thank you for your sponsorship by naming you as a sponsor in a premium position in all signage, printing and on social media posts.

I hope you can see the benefit of an event such as this and will look favourably on this request.

Kindest Regards
Ms Karen Oliver

