

The Third Annual Ardmore Public Library Scarecrow Trail and Fall Festival

Fall Festival: October 24, 2026 1:00 - 6:00 pm

Scarecrow Trail: October 10th - 24th, 2026

Information for Sponsors, Vendors and Scarecrow Trail Participants

Dear Ardmore Public Library Supporter,

The Ardmore Public Library will hold its third annual Scarecrow Trail and Fall Festival on Saturday, October 24th, 2026, from 1:00-6:00 pm at John Barnes Park in Ardmore, Tennessee, and because you're an influential part of our community, we'd love to have your support.

At last year's Second Annual Fall Festival we added vendors, more games, and stage and audience experiences. Over 700 people attended the Fall Festival last year. We also had over 1300 engagements online through social media and our website for this event. Last year over \$3000.00 in proceeds was raised for the library. This year, we look forward to adding more vendors, food options, and scarecrows on the trail. We are also adding a "goody bag" incentive for all attendees who stop by every game and vendor spot which will drive even more traffic to all vendors this year. We will cap off the night with the announcement of the Scarecrow Awards and raffle winners, and send everyone home after a pass through Trunk or Treat Lane. This fun, family-friendly event has been a huge hit the last two years, and we can't wait to ramp up the excitement by adding your involvement in 2026.

Your support goes a long way toward helping the Ardmore Public Library fund programs and add resources to the library - benefits for our entire community. We ask you to join us in contributing to a vibrant community in Ardmore by participating in the Scarecrow Trail and Fall Festival in at least one of these ways:

Sponsors are visually represented and recognized on materials leading up to and throughout the event

Vendors sell products/services and increase the profile of your commercial or personal business
Create a Scarecrow to promote advertisement for your business and promote your team's creativity and engagement with the community

Donate an item from you or your business to our raffle. Additionally, financial donations to the library are always appreciated as they help us provide more resources and programs for the community.

Volunteer to help with a game or event at the Fall Festival to help make this event another big success

If you have another way you'd like to participate or support the Scarecrow Trail and Fall Festival, please contact us directly with your ideas. We look forward to a great event for our community that includes YOU!

Sincerely,
Tina, O'Driscoll
Director, Ardmore Public Library

Sponsors

2026 Gold Sponsor (\$1000)

- ★ High Visibility - Your business/logo will be featured with the largest logos of sponsors as a Gold Sponsor to ensure visibility with all physical, electronic and spoken mentions of the events (2026 Scarecrow Trail and 2026 Fall Festival) appearing on:
 - All press releases
 - All physical banners and signage
 - All email and electronic communication
 - All social media communication
 - Any audio commercials or mentions on video or audio
- ★ Prominent Branding - Your logo is featured prominently as a Gold sponsor on all marketing and promotional materials
- ★ On-site Presence - Prominent placement for your included 10x10 space at the Fall Festival. This will include a 6' foot table (chairs not provided) and the ability to sell or give-away any items or provide a display or information about your business, OR a food truck space.
- ★ One 10x10 spot on the Scarecrow Trail (in addition to your vendor space), where you can create and display a scarecrow, if desired.

2026 Silver Sponsor (\$500)

- ★ Branding Visibility - Your business/logo will be incorporated at the Silver Sponsor level (smaller than Gold logos and larger than Bronze logos) on:
 - Day of event physical banners and signage
 - Sponsor information social media communication
- ★ On-site Presence - Your choice of location for your included 10x10 vendor space at the Fall Festival (chairs and tables not provided) and the ability to sell or give-away any items or provide a display or information about your business, OR a food truck space.
- ★ One 10x10 spot on the Scarecrow Trail, where you can create and display a scarecrow, if desired.

2026 Bronze Sponsor (\$250)

- ★ Visibility - Your business/logo will be incorporated at the Bronze Sponsor level (smaller than Gold and Silver logos)
 - Day of event physical banners and signage
 - Sponsor information social media communication
- ★ One 10x10 spot on the Scarecrow Trail, where you can create and display a scarecrow, if desired.

Vendors

2026 Vendor Space \$50

Vendors at the Fall Festival are provided with a 10' x 10' space. Vendor names/logos will be included in "vendor advertisement" created by the library at the festival as well as on social media prior to the festival. Tables and chairs are not provided by the library and should be provided by the vendor. Water and electricity are not provided. Vendors are asked to complete set-up for the event at least one hour prior to the start of the event and have someone at their table during the entire event. Vendors are responsible for clean-up around their space and to return the space as they found it immediately following the event. Vendors will indicate if they are "information only", "direct sale" (a seller of Avon, Pampered Chef, etc.), "food" (non-food truck), or "local business/personal sale". We can only have one "direct sale" vendor of each type of product. There is no fee if your "vendor space" is information only and provides nothing for sale.

2026 Food Truck Space \$50

Food truck vendors, please contact the library if you would like a space at the Fall Festival, as space is limited. (931) 427-4883

Create a Scarecrow

Create and Place Your Scarecrow at the Park \$40

****Scarecrow Registration must be submitted by 5pm on Friday, October 2nd, 2026.****

Individuals, families and businesses can apply to post a scarecrow on the Walking Trail of John Barnes Park. The scarecrows will be featured on social media and judged by the community on social media and at the Fall Festival. Winners will be announced at the Fall Festival on October 24, 2026. At least one representative from each scarecrow submission must be present at the time of award announcements in order to win.

- Approved registrants will be assigned a 10'x10' space and must contain their entry to their designated space.
- Support posts and signs with business, organization, or individual/family names will be provided.
- All scarecrows must be original and not pre-made. All scarecrow elements must be suitable for viewing by small children. All scarecrow content is subject to review and refusal by the APL. Themes that are controversial, political, religious, or graphic in nature will not be accepted.
- Props may be included in your display with the exception of: flammable objects, gas/electric power generators, or LED batteries. No electricity will be provided.
- Scarecrow setup can begin no earlier than Tuesday, October 6th. Scarecrow setup must be completed by 12pm on Saturday, October 10th.
- A representative from each entry will stop by the library between Tuesday, October 6th and Saturday, October 10th (during normal business hours), to pick up their business or personal entry sign, metal post, and a Scarecrow Trail Map which includes their assigned location spot for their scarecrow entry.
- Ardmore Public Library is not responsible for any damage that occurs to the scarecrow or props provided by the entrant. Please do not include valuable materials/objects in your entry as the park will not be monitored.
- The scarecrows will be photographed and may be shared through social media and other media outlets.
- All entries must be taken down no later than 6pm on Wednesday, October 28th by the end of the day.

Silent Auction Donation

Donate an item to our Silent Auction

Donate an item from you or your business to be part of our Silent Auction. Drop off your item at the library, or contact us if you have questions. We appreciate your support.

Volunteer

Volunteer at or before the event

In order for this event to be a successful experience for our community, the Ardmore Public Library is seeking volunteers to assist before, during, and after the event. This is a great opportunity for your team or family, as well as a great opportunity for those in the Tennessee Promise Program. Bring a chair to the event if you need one. Save the date and time, and you will receive an email by October 2nd with more information.

Volunteer days/times:

- Saturday, 10/24, 9am-1pm - event set-up
- Saturday, 10/24, 1-4pm - assist kids with crafts and yard games at the event
- Saturday, 10/24, 4-7pm - assist kids with crafts and yard games at the event, and assist with event breakdown
- Flexible schedule for event pre-production at the library. Please contact us: (931) 427- 4883



SIGN UP TO VOLUNTEER:

<https://bit.ly/2026VOLS>

(click "continue to destination" on the volunteer signup website to access volunteer shifts.)

On behalf of the Ardmore Public Library, we sincerely thank you for your participation in the 2026 Scarecrow Trail and Fall Festival with us which will benefit services and materials provided to our community through the library.

We look forward to hearing from you!

-The 2026 Scarecrow Trail and Fall Festival Committee

The Third Annual Ardmore Public Library Scarecrow Trail and Fall Festival

Fall Festival: October 24, 2026 1:00 - 6:00 pm

Scarecrow Trail: October 10th - 24th, 2026

Marketing Agreement Application

*****This application can be completed online*****

<https://bit.ly/2026Scarecrow>

All submissions must be approved by the APL. Applicants will be notified of approval status within 15 days of submission of request. Do not submit a payment until your application has been approved. Completing this application does not guarantee acceptance of request. The deadline for Scarecrow submission is Friday, 10/2/26. The deadline for sponsor/vendor submissions is Friday, 10/16/26.

Business Name: _____

Primary contact name: _____

Phone: _____

Address: _____

Email: _____

Day of event contact name/phone: _____

As an Authorized Agent for the above business, organization, family, or individual, if approved to participate in the 2026 Scarecrow Trail and Fall Festival as indicated below, I agree to participate fully and abide by all stated, written and posted guidelines before and during the event. I further agree to compensate the Ardmore Public Library as specified for this participation and accept the requirements of said participation. I understand there is no rain date for this event. I agree to hold the Ardmore Public Library and the City of Ardmore, Tennessee, harmless and am aware no reimbursement will be available in the event of cancellation of this event for reasons that are beyond the control of the APL. I further understand that we will provide no alcohol, illegal substances or items, illegal weapons, or content that is not "family-friendly" at the event.

Date: _____

Authorized Agent (sign): _____

Authorized Agent (print): _____

Sponsors:

- | | |
|---|---------|
| ☐ Gold Sponsor | \$ 1000 |
| ☐ Silver Sponsor | \$ 500 |
| ☐ Bronze Sponsor | \$ 250 |

For in-kind offers, please contact the library directly to discuss your proposal.

Vendor Space

- ☐ **Vendor Space (10'x10')** \$ 50

Type of vendor:

- | | |
|--|--|
| ☐ information only | ☐ local business/personal sales |
| ☐ food vendor (not truck) | ☐ direct sales (example: Pampered Chef, Avon, etc.) |

Food Truck Space*

- ☐ **Food Truck Space** \$ 50

*Please contact the library prior to submitting this application to ensure we have space available:
(931) 427-4883*

Create a Scarecrow (deadline to sign up: Friday, Oct. 2nd)

Scarecrow (in a 10'x10' space) \$ 40

Brief description of your scarecrow/scarecrow scene (required)

Total Amount to be Paid: \$_____.

Please do not submit any funds until after you have received notification that your application has been approved (within 15 days). Once approved we will send further details and payment information.

Submit this Agreement (pgs. 5-6 only) to:

Ardmore Public Library

25836 Main St.

Ardmore, TN 38449

931-427-4883

ardmorelib@ardmore.net

For Library Use Only:

Date application received: _____ Approved: ☐ YES ☐ NO ☐ More information needed

Date follow up letter sent: _____ If denied, reason: _____

Paid in Full: ☐ YES ☐ NO Cash Check # _____ Paypal / Credit / Debit Date paid: _____

Scarecrow entry # _____ (if applicable)