

TO: Perspective Crafts Show Participants

RE: **The Wilton Rotary Twenty Seventh Annual Open Arts and Crafts Show**
Saturday, May 27, 2017

The **Wilton Rotary Club** invites you to participate in our Twenty Seventh Annual Open Arts and Crafts Show to be held on Saturday, May 27, 2017 at the Wilton Town Green Gazebo. We are looking forward to an exciting event.

As a result of our efforts to continually improve this show, we are taking the following steps to announce and advertise the show as well as to ensure additional participation.

- **Show Advertisers:** We have substantially increased our pre show invitations to perspective advertisers for our program. This should help to make the community more aware of this event.
- **Community Advertisements:** We again, are distributing announcement leaflets throughout the business community for distribution at their firms and local establishments.
- **Show Signage:** We have increased planned efforts to post additional show road signage within Wilton proper and expect it to be posted at least two weeks prior to the event.
- **Show Advertisement:** In addition to the above noted signage, the Wilton Rotary will be advertising the show in the following publications:
 - The Crafts Show Digest – in each monthly magazine from the present on.
 - In the Arts and Leisure section of the following weekly newspapers for publication on May 25, 2017: The Acorn Press publications to include the Wilton Bulletin; The Ridgefield Press; The Redding Pilot; The Weston Forum; The Lewisboro Ledger; The New Canaan Advertiser; The Darien Times and the Greenwich Post.
 - Notice of the show in each of the following daily newspapers, probably in the Sunday edition: The Stamford Advocate, The Norwalk Hour and the News-Times of Danbury.
 - Listing in the events calendar of the coastal Fairfield County DVB's Spring Calendar and placement of letter-sized notices of the fair for pick-up at the offices of the Coastal Fairfield County Convention and Visitors Bureau.
 - Cable advertising prior to the show for participants and right before the show for customers.
- **Participants:** The Wilton Rotary Club will limit the number of same-type craft booths to a reasonable number of each category.
- **Show Date:** In an effort to increase attendance and maintain continuity, the Wilton Rotary Club has kept this function on the Saturday of Memorial Day Weekend. Historically, we have been fortunate in having great weather that day. We hope for that again this year.

We sincerely appreciate our past crafters and look forward to you joining us this year to again share in the successes we've previously experienced and expect to experience in the 2017 Celebration. We anticipate a sell out on booths, so register early.

Paul Burnham – Show Chairman