Vendor Information for the Award-Winning 27th Annual Milford Pumpkin Festival!
Friday- Sunday, October 7th- 9th, 2016

Presented By:
The Milford Improvement Team
on behalf of the
Town of Milford, New Hampshire
NOTABLES:

Festival Details – 27 Years and Continuing to Grow!

Over the years, the Milford Pumpkin Festival has become a highly anticipated regional and statewide event. Attendance in 2015 was estimated to be upwards of 35,000 over the three days of the event. Attendees come from the Souhegan Valley, Monadnock Region, Nashua, and Manchester areas, also greater Boston and New England.

Traditionally, this 3-day Festival takes place on Columbus Day Weekend and occurs in Downtown Milford on the Oval, the Community House Lawn, Emerson Park and South and Middle Street, the historic Milford Town Hall and the Amato Family Performing Art Center on Mont Vernon Street.

Signature Festival events include: the Great Pumpkin Weigh-in, Pumpkin Painting, Pumpkin Sales, The Pumpkin Catapult, an Arts & Crafts Show, Scarecrow Making, Great Food, The Haunted Trail, Face Painting, two stages of LIVE Music and Entertainment all weekend, Food Vendors galore, the Talent Show, a Zombie Walk, bounce houses, Carnival rides by Fanelli Amusements, and a scholarship contest. Friday night of the Pumpkin Festival includes our opening ceremony, the lighting of town hall, our very popular Beer Tasting Tent, and of course our exciting fireworks display put on by Atlas Pyrotechnics!

The Milford Pumpkin Festival is organized on the Town's behalf by the Milford Improvement Team (MIT). All the organization, publicity, public contact, and publications are handled through the MIT office.

All monies raised by the Milford Improvement Team during the Milford Pumpkin Festival are re-invested directly back into the community, allowing us to support the activities, events and programs implemented by the organization that promote, revitalize and enhance the historic, social, natural and economic vitality of the Town of Milford. The Pumpkin Festival also provides the opportunity for forty+ other community groups and non-profit organizations to run events during the weekend in order to raise funds for their programs.

FESTIVAL PROMOTION

Media The Festival receives numerous feature articles, mentions, print and online calendar listings, blog/social posts, print, radio, television and online media (partial list below). Here are some of the outlets where the Milford Pumpkin Festival is promoted:

- Sunday Boston Globe
- Union Leader
- Nashua Telegraph
- 92.5 The River
- WQYK FM
- Milford Cabinet
- Merrimack Journal
- nhevents.com
- WHDH TV Boston
- NECN TV
- Bedford Journal
- The Hippo
- nhtodo.com
- NH365.org
- Amherst/Milford Patch
- Concord Monitor
- The Broadcaster
- yankeemagazine.com
- Nashoba Valley Publications
- Amherst Citizen
- Monadnock Ledger-Transcript
- nhpr.com (NH Public Radio)
- WBZ TV Boston
- Boston.com
- Hollis Brookline Journal
- Keene Sentinel
- Lowell Sun
- WSMN AM / WHOB FM
- Neighborhood Publications
- NH Magazine
- nh.com
- WMUR TV NH
- NH To Do Magazine
- Monadnock Living Magazine
- Whofish.com
- Rockingham Grapevine
Collateral Material

Posters - distributed throughout the towns of Milford, Amherst, Mont Vernon, Wilton, Hollis and Brookline.

Flyers - are distributed to the Shaw, and Market Basket grocery stores in Milford and stuffed into the bags of shoppers the week prior to the Festival.

Advertising

- NH To Do Magazine, circulation 35,000, distributed in tourist information areas in 11 states.
- In NH Magazine – circulation 25,000, distributed in New Hampshire Rest Areas.
- The Festival Program – newspaper insert distributed in direct mailed publications Hollis-Brookline Journal, Merrimack Journal, Bedford Journal as well as the subscriber/newsstand based Cabinet newspaper. Total circulation 31,000.

Electronic Media

Social Media:

Milford Pumpkin Festival Facebook page – 3000+ fans /Milford Improvement Team Facebook page - 1073 fans.

For complete details, please contact:

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