



6th Annual Pomfret Town-Wide Tag Sale Saturday, May 5, 2012

The Pomfret Proprietors will organize & promote its **6th Annual Town Wide Tag Sale Saturday, May 5th** from 8 a.m. to the Afternoon. Sales are at homes, businesses, churches, libraries etc around the community & this event is held rain or shine.

Pomfret residents and merchants list their Tag Sales on the Town-wide Tag Sale map. Over 500 maps will be distributed on the day of the event at the Pomfret Community School (corner of RT 169 & RT 101).

Visitors will flock to Pomfret from all over Connecticut, Rhode Island and Massachusetts, to partake in the concentration of fabulous tag sales that happen here in Pomfret that day.

In addition to listing their sales, participants as well as business and other organizations may also promote their sale by placing an ad on the map. The event is open only to Pomfret residents and businesses.

DIRECTIONS: Located in the Northeastern corner of Connecticut, Pomfret is approximately a 60-minute drive from the state capitol of Hartford; 30 minutes from Providence, Rhode Island; forty-five minutes from Worcester Massachusetts; 90 minutes from Boston, Massachusetts; and 45 minutes from the shoreline. All are accessible by the Interstate highway system, the nearest being six miles from the town.

DATE: Saturday, May 5th

TIME: 8:00 a.m. – Afternoon

EVENT PUBLICITY: Our marketing team is working to publicize the event in Community Calendars in several local and regional newspapers, websites, radio & TV stations. Yankee Magazine, Connecticut Magazine, Hartford Courant, Providence Journal, The Last Green Valley and Mystic/Country Tourism District, WINY, Shoppers Guide, Turnpike Buyer – just to name a few.

MAP DISTRIBUTION: Early birds take note: Tag Sale Maps may be purchased at the Pomfret Community School parking lot (corner of RT 169 & RT 101) and Christ Church starting at 7:00 AM on Saturday, MAY 5th for \$1.00.

The maps will be printed in the large 11” x 17” format and will list all tag sales in town on private property, business, churches, etc – a great way to plan your tag sale route. The ads will direct you to sales of particular interest to you.

HOW TO BE LISTED ON THE TAG SALE MAP: Send \$10.00 payable to The Pomfret Proprietors with the executed form to Martha Emilio, 56 Babbitt Hill, Pomfret Center, CT 06259. Form available on the PPA website.

Special Advertising Opportunity: We offer the opportunity to advertise on the map. If you have something special to say about your tag sale or want to attract a special type of buyer, consider placing an ad - it is sure to be seen! Ad space is available to all Pomfret residents and to businesses (whether are in Pomfret or not and whether they are holding a tag sale or not) on a first-come, first-served, space-available basis. Barry Jessurun at the Vanilla Bean will work with you – just call 860 928-1562. Make check payable to Pomfret Proprietors c/o Martha Emilio, 56 Babbitt Hill Road, Pomfret Center, CT 06259

Fees: Tag Sale Map Listing - **\$10.00** Ads - 2¼” x 4” **\$25.00**

Note: Tag Sale listings and ads are separate fees. For example to list your tag sale and to place a \$25.00 ad promoting it would be **\$10 + \$25 = \$35.**

SIGNS: If your house is off the road or your road is not well traveled, we suggest you place signs at the end of your driveway and at the intersection of a main road to help people find you. Please be sure to remove your signs at the end of the day.

WHY PARTICIPATE IN THE POMFRET TOWNWIDE TAG SALE?? The Pomfret Townwide Tag Sale gives buyers the opportunity to go to one place and spend the day visiting multiple tag sales. It's a way to have a concentration of sales at one convenient destination, increasing the buyer's chances of finding that special piece that you just have to have! It's a great way to spend a day of fun and relaxation! For professional dealers, it affords you an extremely efficient day of shopping to replenish your inventory. Pomfret residents & businesses that wish to have a sale get the benefit of traffic volume that is rarely seen in Pomfret. Through word of mouth and our promotional efforts, we hope that over 1000 people stream into Pomfret the day of the event. For less than the cost of a single classified ad, you get the benefit of traffic volume that you could not hope to achieve on your own with any amount of advertising!

DON'T BE A POACHER! If you are having a sale on the day of the Town wide Tag Sale event, please pay your listing fee! The fees we charge allow the Pomfret Proprietors to print the maps and promote the event to attract visitors to Pomfret. All work is done by volunteers. No money goes to individuals. Profits are donated annually to a community charity or project. Don't take advantage of the good will of the majority of people who make the small contribution requested to support this event. Don't be a poacher! Please do your part! As discussed in the section above, it's a great deal!

THANKS TO OUR SUPPORTERS! Many businesses will take out an ad simply to provide financial support for the event. Please show your appreciation by frequenting the establishments of those who advertise on the map!

QUESTIONS: Call or e-mail Martha Emilio at Martha@majilly.com or 860 974-3714