



Pomfret will hold its **2nd Annual Town Wide Tag Sale** Saturday, May 17th from 8 a.m. to the Afternoon. Sales are at homes and businesses around the community & this event is held rain or shine. 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.

Pomfret residents, businesses and merchants list their tag sales on the Town-wide Tag Sale map. Maps that show the locations of all sales happening that day will be sold for \$1 each on the day of the event (starting at 7AM) at the Pomfret Community School (corner of RT 169 & RT 101).

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. Inclusion on the map (for ads and tag sales) is open only to Pomfret residents and businesses. All profits will benefit the Pomfret Proprietors Association Scholarship Fund.

Location: Located in the Northeastern corner of Connecticut, Pomfret is a 50-minute drive from the state capitol of Hartford; 40 minutes from Providence, Rhode Island; 45 minutes from Worcester, Massachusetts; 90 minutes from Boston Massachusetts; and approximately one hour from the shoreline. Pomfret is accessible from Routes 395, 44, 101, 97 and National Scenic Byway Route 169.

DATE: Saturday, May 17th

TIME: 8:00 a.m. – Afternoon

EVENT PUBLICITY: We will promote this event through ads, press releases and Community Calendar listings in local and regional newspapers, websites, radio & TV stations, including Yankee Magazine, Hartford Courant, Providence Journal, The Last Green Valley and Mystic/Country Tourism District, WINY radio and more.

MAP DISTRIBUTION: Early birds take note: Maps of the various locations can be purchased for \$1 at the Pomfret Community School parking lot (corner of RT 169 & RT 101) starting at 7:00 AM on Saturday, MAY 17th.

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 (from the Pomfret Times or the website) to Ann Bedard, 286 Deerfield Road, Pomfret Center CT 06259. A PDF form is available on the home page (scroll to bottom) of www.VisitPomfret.com.

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 928-1562. Make check payable to Pomfret Proprietors c/o Ann Bedard, 286 Deerfield Road Pomfret Center CT 06259

Fees: Tag Sale Map Listing - **\$10.00** Ads - 2¼" x 4" **\$35.00**

Note: Tag Sale listings and ads are separate fees. For example to list your tag sale and to place an ad promoting it would be **\$10 + \$35 = \$45**.

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 1,000 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. Excess funds will be used to create a Scholarship Fund for a Pomfret high school student displaying a serious interest in entrepreneurship and/or graduating senior who plans to study business in college. Please 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 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 Dee Dee Markes at 860 963-0846 or deedee@pomfretcenterspa.com