

The *Kansas Sampler Festival* offers the 841 places and events listed in the Penner's books, *Kansas Weekend Guide* and *Kansas Event Guide* opportunities for promotion. Other places eligible upon approval.

#### WHAT'S IN IT FOR THE PUBLIC?

(Expected crowd - 5-10,000)

- Fun for the whole family
  - Discover all there is to see and do in our state.
  - Meet bed-and-breakfast owners.
  - Win door prizes
  - Sample food from across the state.
- (\$1 admission button)**

#### WHAT'S IN IT FOR YOU?

- Thousands will be making decisions about where to visit in Kansas.
- Increase your business with the many promotional opportunities
- Network and share ideas.
- Free noon meal.
- First 100 to register will receive free copy of *Kansas Event Guide*.
- Let Kansas politicians become familiar with your interests.

#### HOW CAN I PROMOTE MY EVENT OR PLACE?

The Sampler Parade  
Booths  
Stage Demonstrations  
Displays

#### THE SAMPLER PARADE

(tentatively 10 a.m. in Inman)

- A living brochure of Kansas events and places.
- Best way to visually attract people.
- Just walk carrying a sign,
- Or, display with a prop.
- Another part of the parade will be the Evolution of Agriculture
- Live radio coverage.

**EXAMPLES:** Go-carts, BMX riders, mountain men, reenactors, covered wagons, pancake racers, custom cars, bluegrass musicians, etc.

#### SAMPLER BOOTHS

(Tentatively 9 a.m. - 5:30 p.m. - Penner farm)

- Set up a booth in the country. Pond, flowers, 70 varieties of trees, and two acre prairie.
- Make your booth simple or sophisticated.
- Sell items if you wish but main purpose is to get people to travel Kansas.
- Encourage questions.
- Hand-out brochures.
- Space (inside tent, 8'x6') (outside, unlimited).
- Bring tables, chairs, and electrical cords if needed.

(Penner farm is 3 miles south and 1-3/4 east of Inman)

#### SAMPLER STAGE DEMONSTRATIONS

(Tentatively 1 to 5 p.m., Penner farm)

- Whet the public's appetite with a short demonstration of your event.
- A chance for another visual display.

**EXAMPLES:** Fiddling and picking, pioneer crafts, sheep-shearing, reenactments, bagpipes, pancake race, auctions, sky-diving, etc.

#### SAMPLER DISPLAYS

(Penner farm, 9 a.m. to 5:30 p.m.)

- Set up teepees, rendezvous, antique tractors, etc.

#### THE STUMP

(Penner farm)

- All day long, people will be allowed to get on the stump for five minutes at a time, to pontificate about their concern or cause. Tell the public what a great event or place you have and why they will want to visit! Plead for funds or help. Your stump for five minutes.

#### DOOR PRIZES

(Penner farm)

- Great promotion. Public loves this.
- Everyone asked to donate something, if possible.

**EXAMPLES:** Museum or event passes, lodging, meal, crafts, etc.

#### BUHLER CHAMBER CUP OF OUTRAGEOUS RACES

(Buhler, afternoon)

- Bed, outhouse, turtle, and blind folded wheelbarrow racers, seed-spitters, etc., this is your chance to compete with others from across the state for the roving Chamber Cup.
- No charge to enter.
- Competitors can advertise their local event with a sign.
- Ask for more information on this great event.

#### THE RUN FOR UNITY

(Tentatively 8 a.m.)

- Our goal is to get a runner from at least 150 towns to carry a pennant with the town name and run as a group two miles to the farm.
- This is not a race.
- Ceremony before runners take-off.
- Purpose is to symbolize unity between towns across the state and to expose names of small towns.
- Great experience for those who participate.
- Grand entrance at farm to kick-off activities.
- Participants receive complimentary Run for Unity t-shirt.
- Runners must supply town pennant.
- Participate in parade after the run.

#### SAMPLER SING-ALONG

(evening, Penner farm)

- An opportunity to showcase samples of musical talent across the state.
- Does your town have music groups - high school, independent, or professional - who want to promote their talents or who just want to come and have fun?
- Sit on straw bales, eat peanuts, holler out song numbers, listen to special groups, or be one of the featured groups!
- Microphones and speakers supplied.
- Keyboard player available.
- You will be honored guests!

Without a doubt, this will be one of the best promotions in the state for events and places to see. It will grow each year. Please bear with us as we experience some growing pains. Consider all of the above opportunities available to you. The parade is one event that everyone can become involved. We need your help in finding runners and food booth operators! Our book *Kansas Event Guide* will make its debut on October 5th. Most of you are listed in either the *Kansas Weekend Guide* or the *Kansas Event Guide*.  
Booth Space Cost - Donation of 0 - \$25.  
**DEADLINE DATE TO REGISTER IS JULY 15.**

#### REGISTRATION BLANK

Your Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

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