



# GUIDE

# Pumpkin Festival

## SPECIAL EVENTS EDITION



ALL-YOU-CAN-CARRY PUMPKINS

### Purpose: Why do a festival?

Above all else, festivals and special events are great tools for increasing season pass sales and repeat traffic. Giving your guests a new reason to come back to your farm event within the same season - or from year to year - will help to generate added revenue and loyal customers.

### Purpose

- a. Create a sense of urgency
- b. Give a reason to come back
- c. Increase media coverage
- d. Provide a great charity tie-in
- e. Add excitement & atmosphere



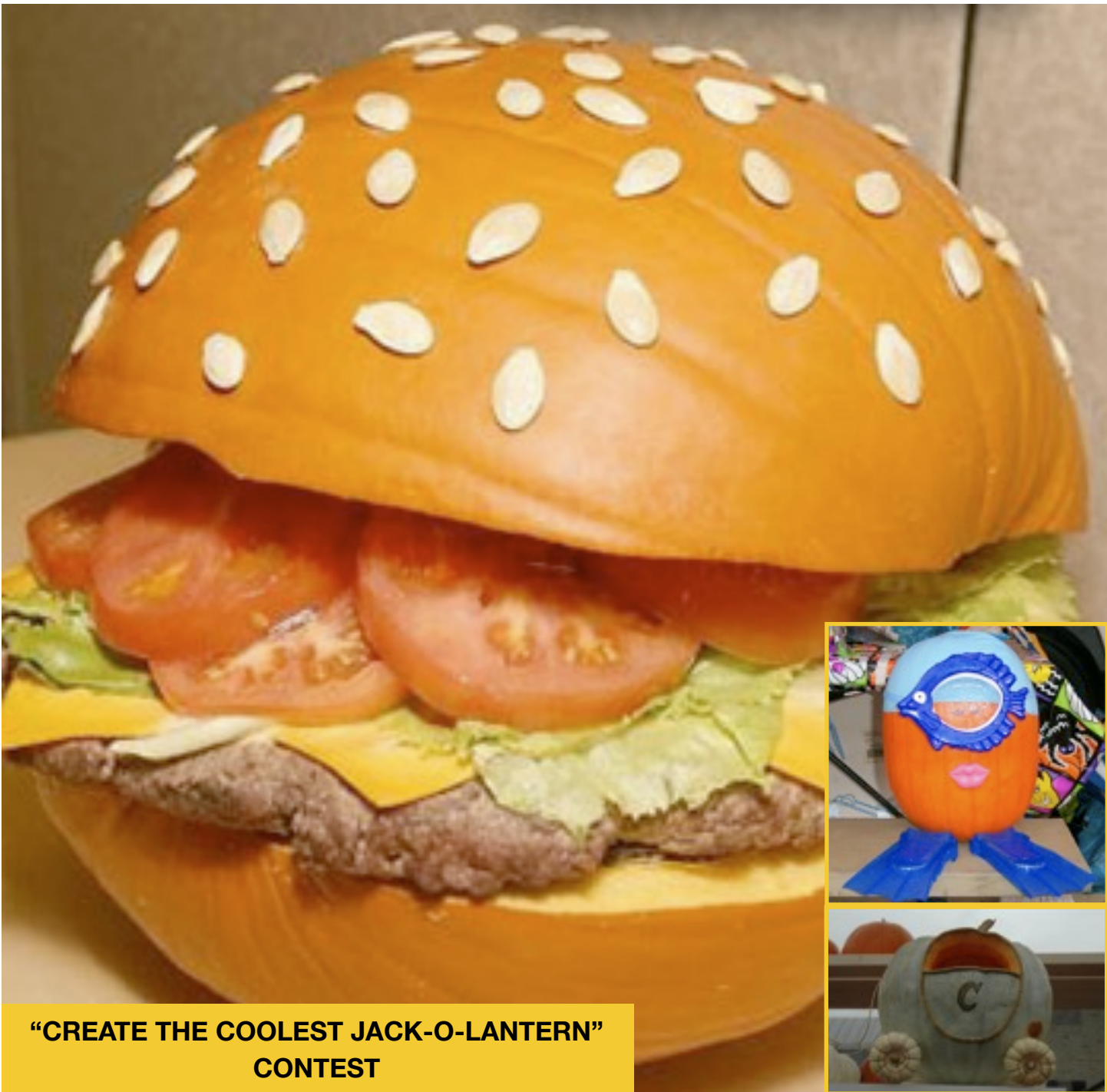
Pumpkin seed spitting contest



Pumpkin pie eating contest



Pumpkin Storytelling Time



**“CREATE THE COOLEST JACK-O-LANTERN”  
CONTEST**



**FACE PAINTING**



**CARVING CONTEST**



**CARVING DEMOS**



**GIANT PUMPKIN WEIGH-OFF**



**PUMPKIN PARADE**



**PUMPKIN PARADE**



**PUMPKIN BALLOON DECOR**



**PUMPKIN COSTUME CONTEST**



**EMPLOYEE COSTUMES**



**PUMPKIN HELMETS**



**PUMPKIN GROWING CONTEST**



**PUMPKIN BOWLING**



**PUMPKIN CANNON**



**PUMPKIN DERBY**



**PUMPKIN ROLLING RACE**



**PUMPKIN RACES**



**PUMPKIN BOUNCE HOUSE**



**PUMPKIN-THEMED THEATRE**



**PUMPKIN WALK**

A few folks we could learn from...

[www.miramarevents.com/pumpkinfest](http://www.miramarevents.com/pumpkinfest)

[www.pumpkinfestival.org](http://www.pumpkinfestival.org)

[www.pumpkinshow.com](http://www.pumpkinshow.com)

[www.rwpzoo.org/jols/](http://www.rwpzoo.org/jols/)



**PUMPKIN DECORATING**



**PUMPKIN CREATIONS**



**PUMPKIN CREATIONS**



**PUMPKIN CREATIONS**



**PUMPKIN FESTIVAL**



**PUMPKIN STRING DECOR**



**PUMPKIN PAINTING**



**BAKE-OFF**





**PUMPKIN DAYCARE**



**PUMPKIN TOTEM POLES**



**PUMPKIN FUN RUN**



**PUMPKIN BALES**



**PUMPKIN PRINCESS PAGEANT**



**PUMPKIN PRINCESS CARRIAGE**



**PUMPKIN BARN**



**PUMPKIN PRINCESS PLAYLAND**



**PUMPKIN POWER**



**PUMPKIN BASKETBALL**



**PUMPKIN TRAIN**



**PUMPKIN CRAFTS**



**JACK-O-LANTERN HAYRIDE**



**PUMPKINSAURUS**



**PUMPKIN LAUNCHER**



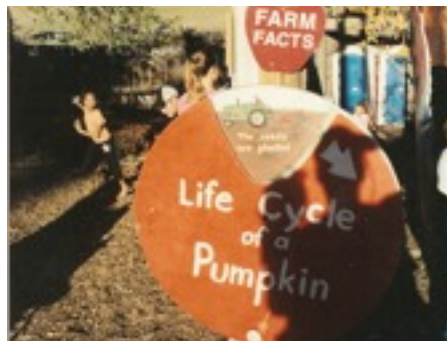
**PUMPKIN CANNON**



**PUMPKIN SMASH**



**PUMPKIN TREE**



**PUMPKIN EDUCATION**



**PUMPKIN MAZE**