



## Venue Guide

### High Street Safari

The Paranormal Pumpkin Patch Trail is a trail specifically designed for families with a range of children's ages in mind. Families track down spooky character pumpkins along the trail, take part in mini-challenges, take selfies and meet them in AR. Families win a free ebook at the end of the trail. There are 10 venues taking part.

### How it Works A Trail with a Difference

#### Step one

Families go to our website or any venue and simply scan the QR code with a smartphone to begin.

No registration or app download is needed to proceed. A map of locations appears with participating venues.

#### Step two

Families visit the locations and scan the QR codes on the window from outside to collect a digital stamp.

#### Step three

When families have visited all 10 trail locations they can download a free, digital storybook.

### Marketing

High Street Safari will email you some social media images to advertise your participation in the trail. Please link to the below URL in posts.

[www.HighStreetSafari.com/Pumpkins](http://www.HighStreetSafari.com/Pumpkins)



### Installing the decals

Each venue needs to display a decal. These are low-tack window stickers and need to be installed on the interior of windows - they are simple to stick up and it can be done by anyone. They will be easy to remove without leaving any residue.

Decals can be installed anywhere accessible to the public but please:

- **do not install them more than 1m high from the ground (so young children can scan them)**
- **do not install them in high footfall areas like doorways**

The decals must be accessible during business hours, 7 days a week (not behind shutters on Sundays etc).

### Find out more

If you have any questions please contact us at [info@highstreetsafari.com](mailto:info@highstreetsafari.com)

