

## Promotional Ceremonies

Hosting an official LAX Coastal Chamber of Commerce Promotional Ceremony offers you the opportunity to celebrate your grand opening or memorialize an anniversary, as well as spread the message of your business with friends, clients, and the local community.

### Your Ceremony Options

All Ceremonies are officiated by the Chamber President, Chamber staff, Honorary Mayor, and/or Chairman of the Board.



#### Basic Package

- Weekday Basic Package, Mon-Fri \$50**       **Weekend Basic Package Sat & Sun \$150**

Chamber representatives will visit your location for a celebratory ceremony of your choice and will provide all requested props (see application below). Additional perks: event and company information will be added to the Chamber's calendar at laxcoastal.com, event will be included in our weekly e-newsletter (over 2,000+ sent every Wednesday), a photo opportunity will be posted on our social media and sent to your organization, and a congratulatory photo will be included in our monthly e-newsletter after your event date.

*Businesses are encouraged to include additional entertainment alongside the promotional ceremony to attract a larger audience.*



#### Publicity Package

- Weekday Publicity Package, Mon-Fri \$250**       **Weekend Publicity Package Sat & Sun \$400**

All perks of the Basic Package, plus: company will receive a digital set of mailing labels (mailing address of all 500+ current Chamber members) for direct mail promotion, Chamber will distribute an official event press release to local papers and news outlets before your event date, and company owner/manager will be presented with an official framed LAX Coastal Chamber of Commerce Proclamation at the time of the event.

*Businesses are encouraged to include additional entertainment alongside the promotional ceremony to attract a larger audience.*



#### Official Proclamation

- Framed LAX Coastal Chamber of Commerce Proclamation \$50**

For companies looking to celebrate an achievement but don't have time to host an event, the Chamber will provide an official framed LAX Coastal Chamber of Commerce Proclamation, declaring your special date as "Company Name" day in our community and signed by Chamber President and Chairman.



#### Direct Mail Campaign + Mailing Labels

- "Congratulations" Postcard Mailer \$250**       **Set of Digital Mailing Labels \$75**  
 **Mailing Services for Postcard \$250**

For companies looking to celebrate an achievement but don't have time to host an event, the Chamber will provide a printed "Congratulations" Postcard, branded for and approved by your company, plus mailing labels for you to send direct mail to all 500+ current LAX Coastal Chamber members. Want us to mail it for you? We can take care of it for an extra charge. Have your own collateral? Purchase a set of digital mailing labels for your own campaign.

# Promotional Ceremony Protocol

**Congratulations! As you prepare for this special celebration, here are a few tips to facilitating your event.**

A promotional ceremony is a public ceremony conducted to inaugurate the opening to the new building or business, celebrate an anniversary, announce a successful remodel/reopening, or any other event worth commemorating.

During a ribbon cutting, a ceremonial ribbon is pulled across the main entrance of the building, which is then cut by a dignitary to declare the building open for business. During a cake cutting, a ceremonial knife is used to cut a celebratory cake to celebrate an anniversary or achievement. During a groundbreaking, a ceremonial shovel is used to “break ground” on the plot where the building or business is planned to be built. Additional events are also encouraged!

Frequently, celebrity guests, local political leaders, or the local Chamber of Commerce will be invited to do the honors of any of the above ceremonies, unless the owners or executives of the business would like to do so themselves. Each of these events are a photo opportunity intended to attract local media, create excitement, and commemorate the event—as well as spread the message about your great company and what you do for the local community.

## **Suggested Agenda** *(15-min ceremony)*

### **Host**

1. Welcome - Greet attendees and explain who you are and what you do
2. Thank You – Thank all individuals that made opening possible
3. Introduction of Key Guests and Dignitaries (can allow brief comments for each)
4. Introduction of the Chamber of Commerce to facilitate ceremony

### **Chamber Representative**

5. Promotional Ceremony (Chamber Congratulates Business)
  - A. The photographer is ready to go and the pre-determined stakeholders gather together.
  - B. The ceremonial scissors, cake knife, or shovel is presented to the individual who will be conducting the ceremony.
6. Countdown from 5... 4... 3... 2...
7. Cut the Ribbon! Cut the cake! Shovel dirt! Take lots of pictures!
8. You're Done! Congratulations.

# Promotional Ceremony Application

## Company Information

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Event Information

### Promotional Ceremony

- Basic Package, Weekday \$50
- Publicity Package, Weekday \$250

- Basic Package, Weekend \$150
- Publicity Package, Weekend \$400

### Ceremony Add-Ons

- Official Proclamation \$50
- "Congratulations" Postcard \$250
- Postcard Mailing Services \$250
- Set of Mailing Labels \$75

Date requested (please list three options) \_\_\_\_\_ Time requested \_\_\_\_\_

Will the ceremony be part of a larger celebration?  No  Yes

If yes, what time will the promotional ceremony be hosted? \_\_\_\_\_

Will you be providing food, drink, and/or entertainment?  No  Yes

If yes, please describe what will be offered as to encourage attendance: \_\_\_\_\_

What would you like us to bring?  Scissors & Ribbon  Cake Knife  Shovel & Hard Hats

Who would you like us to invite?\*  Board Members Only (5-15 individuals)  Membership (500+ businesses)

Attendance not guaranteed.

## Methods of Payment

TOTAL \_\_\_\_\_  Cash  Check (payable to the LAX Coastal Chamber of Commerce)  Credit (All major credit cards accepted)

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Name on Card \_\_\_\_\_

### Billing Address

I understand that by providing an email address to the Chamber, on behalf of the company/organization specified above, I am authorized to and hereby consent to receive emails/faxes sent by or on behalf of the LAX Coastal Chamber of Commerce. The Chamber DOES NOT sell or distribute the email database to any outside entity. The undersigned subscribes the above total to the LAX Coastal Chamber of Commerce as a one-time fee in exchange for a promotional ceremony and/or promotional ceremony products offered by the Chamber. The Chamber has the right to refuse any ceremony found to be contrary to the goals and purpose of their organization.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Once completed, please send this application to kirby@laxcoastal.com.

Chamber Staff Notes: \_\_\_\_\_