

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 attached). 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 2,800+ 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.

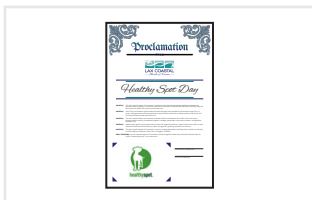


Publicity Package

- 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 550+ 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 550+ 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.

Ribbon cuttings are recommended for grand openings and re-openings. 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. Cake cuttings are recommended for anniversaries and special achievements. During a cake cutting, a ceremonial knife is used to cut a celebratory cake to commemorate accomplishments. Groundbreakings are recommended for new construction projects. 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 (550+ 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 # _____ Exp. Date _____ CVV _____ 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 info@laxcoastal.com.

Chamber Staff Notes: _____