



## Grand Opening/Ribbon Cutting Program

Purpose: To help new businesses in the Warwick Valley promote the opening of their business.

Requirements: Be a current member of the Warwick Valley Chamber of Commerce

Program: The Warwick Valley Chamber of Commerce will help new business owners promote the opening of their business as outlined below:

1. WVCC and the Business Owner meet to decide how and where they would like to hold the event. Home based businesses have the use of the Chamber office if needed or they can choose a place more suited to their liking.

Business owners should decide the following with aid of a chamber employee.

- Who is to be invited; Local Businesses, open invitation, or family and friends
- Will refreshments be served (food, wine, coffee, etc.)

2. Business Owner:

- Please prepare a 250-300 word article (press release) about the business/owner and email it to the chamber before the day of the event.
- Prepare materials & handouts to be distributed if any.
- Arrange for refreshments (if any) and prepare a location to host event
- Invite personal guests (family, friends, etc)
- Business owner is responsible for all costs directly related to the Grand opening/Ribbon Cutting

3. Warwick Valley Chamber of Commerce:

- We will invite the local papers to the event.
- We will invite the politicians and our board of directors.
- We will bring ceremonial scissors and red tape.
- We will publicize the opening on our web-site and in our newsletter.
- We will post the Press Release and event photo on our website and Facebook page once it is published by the local paper
- We will push the Press Release and photo to all Regional papers two weeks after it is published on the website.