



**Milestone Celebration Host Agreement**

In an effort to continue promoting its member businesses and their products/services, a featured benefit of membership with the Geneva Area Chamber of Commerce includes assistance and promotion of members' Milestone Celebrations. Events that are considered Milestone Celebrations can include, but are not limited to: Ribbon Cutting Ceremonies, Anniversary Celebrations, Grand Openings, Re-Openings, or Relocation-based Open Houses. To help ensure quality and consistency when assisting with co-hosting such events, the Chamber has developed the following guidelines and suggestions. After reviewing this information, please return a signed copy to the Chamber as confirmation of the date and details for your event. Additionally, if you have any questions please call the office at (315) 789-1776.

**Hosting Guidelines:**

- Scheduling of co-hosted events must take place during the Chamber's traditional business hours between 9:00 am- 4:00 pm, Monday through Fridays. *Historically, events held Tuesday through Thursday receive the best attendance.*
- Business must submit a short biography of the company or organization, a description of the reason for the celebration, and an electronic version of the company logo. *\*Please note that in order to adequately distribute information for promotional purposes; these items must be received by the Chamber at least three weeks prior to the event date.*
- The host business provides a light arrangement of complimentary hors d'oeuvres and refreshments for the event's guests. Lists of Chamber members that provide catering services or other hospitality-based businesses including suggestions for local wineries or breweries can be obtained by calling the Chamber directly or by visiting the Chamber's Business Directory ([www.genevany.com](http://www.genevany.com)). *\*Please consult with your insurance company for questions regarding your property and any liquor or alcohol-based liabilities.*
- In addition to any event correspondence generated by the Chamber of Commerce, it is strongly encouraged that as the primary event host, businesses directly invite their own customers, colleagues and professional connection. *This effort will assist with increasing the event's attendance and overall awareness.*

**Additional recommendations:**

- Offer property tours or behind-the-scenes opportunities for your guests to participate in. *This will encourage awareness and familiarity with the operations of your business.*
- Have your staff members and any associated business representatives on hand to serve as greeters and to network with the event's attendees.
- Other promotional suggestions:
  - Independently advertise for the Celebration in advance; Offer coupons or sales during the event, or within a time frame that is based around the event in honor of the celebration; Provide door prizes to advertise your products or services.

**What to Expect- Examples of Event Hosting Benefits:**

- *Pre-Event Exposure and Coverage:* The Chamber will create a custom flyer/invitation for the event which is shared with the Chamber's contact database which includes members, partners, elected officials, regional associates, and Chamber Committee members. This is displayed and distributed at the Chamber's physical location as well as shared on the Chamber's website and social media pages. Often, this information is also shared with the media and local news outlets in the form of a press release.
- *During Event:* Chamber representatives will conduct a short presentation and stage a photo op which will be submitted to local news outlets and media partners. The Chamber will provide a camera, ribbon and oversized promotional scissors. *Businesses should notify Chamber representatives of whom they wish to have included in promotional photo.*
- *Post-Event Follow-up:* The Chamber will provide a promotional recap of the event by posting photos and a brief write up to the Chamber's website and social media sites. This may also include coverage in correspondence that is shared with the membership and local media contacts.

**Name of Business:** \_\_\_\_\_ **Primary Contact Name:** \_\_\_\_\_

**Type of Event:** \_\_\_\_\_ **Reason for Event:** \_\_\_\_\_

**Requested Date of Event:** \_\_\_\_\_ **Requested Times:** \_\_\_\_\_

**Acknowledged (Print):** \_\_\_\_\_ **Signature:** \_\_\_\_\_

\*Chamber staff must receive this signed agreement to confirm event and event date. Milestone celebrations cannot be scheduled during and must not conflict with other Chamber events or programs. Member businesses interested in Milestone Celebrations must be current with their membership dues prior to any event planning, marketing or implementation. Businesses are granted one Ribbon Cutting event during a three year period.\* *The Chamber reserves the right to accept, reject or change any and all details of proposed events and activities.*