MILESTONE EVENT PLANNING GUIDE

Welcome from the **Salina Area Chamber of Commerce!**

Hosting a Milestone Event is a great way to increase visibility for your business and connect with fellow Chamber members and the community. Whether you're planning a ribbon cutting, open house, an anniversary celebration, or groundbreaking, this planning guide will help you through the process.

Your event can be formal or casual—make it reflect your brand's values and personality. Be creative!

We can't wait to celebrate with you!

PLANNING PROCESS OVERVIEW

1. **Review** this Planning Guide
2. **Contact** the Chamber to Schedule Your Date
3. **Develop** an Invitation List
4. **Send** Invitations & **Promote** Your Event

EVENT TIMELINE & SCHEDULING

Before selecting your event date, contact the Salina Area Chamber of Commerce at least two weeks in advance to ensure availability and avoid conflicts with major events.

TIPS

- **Ideal days:** Monday - Friday
- **Ideal times:** 9:00 AM – 4:00 PM
- Avoid holidays, weekends, and large community events

EVENT SETUP & LOGISTICS

Ribbon Cutting Equipment: The Chamber provides ceremonial scissors and ribbon to the member. The business owner or manager usually cuts the ribbon, but other team members can be involved as well, such as holding the ribbon.

Sound System Equipment: The Chamber provides a speaker and microphone, which will require access to electricity for two 3 prong outlets.

Photography: Our Marketing and Content Coordinator will take photos during the event.

Food & Drink: Optional but encouraged. We can recommend Chamber-member caterers.

Location: Decide on the best space for your event. Events are typically held in front of your logo or outdoors when possible.

Hayley will reach out to schedule a quick walk-through a week or so before the event to go over final details.

DEVELOPING YOUR INVITATION LIST

A strong invitation list will help ensure a successful event.

Include:

- Current and potential customers
- Vendors, suppliers, and investors
- Friends, family, and employees
- Neighboring businesses
- Local media (radio, print, TV)
- The Chamber will send invites to local elected officials and the media as a part of the Premium Ribbon Cutting that is included with Connector and above memberships.

RIBBON CUTTING AGENDA

1. A congratulatory message from the Chamber of Commerce President or designated Chamber staff.
2. Remarks from your business contact person to address the attendees.
3. The ceremony with photos.
4. Tours and Networking to follow if desired.

HOW THE CHAMBER WILL ASSIST

- Notify Chamber leadership and Blue Coat Ambassadors about your event.
- List your event on the Chamber calendar.
- Promote your event on the Chamber's social media and via e-blasts.
- Capture photos during the event for online and social media promotion.

CONTACT

Hayley Rhodes
Salina Area Chamber of Commerce
Business Development Director
(785) 827-9310, ext. 124
hrhodes@salinakansas.org

Salina
Salina
Salina
Salina
Salina
Salina
Salina
Salina