



Open House & Ribbon Cutting Procedures

Purpose:

An **Open House** is conducted to promote a business within the Pewaukee Chamber membership and throughout surrounding communities. The Pewaukee Chamber of Commerce will assist you with your Open House by promoting it to the Chamber membership, but the Chamber should not be the only source for attendance for this event. The Chamber does not conduct the Open House for you; that is the responsibility of the business. In preparation for an **Open House** you should consider inviting local dignitaries, clients, the press, the public and also send out press releases and promote on your social media networks. You will want to provide refreshments, and possibly offer discounts, incentives, door prizes and company tours – depending on your company’s focus.

A **Ribbon Cutting** is usually performed if the business is just opening its doors, relocated to a new building or had a physical expansion.

We prefer a 60-day notice for Open House/Ribbon Cutting promotion.

Once approved by the Chamber President, you will list your Open House on the Chamber Calendar using your member login and password. Include the following:

Date of Open House: _____

Start Time: _____ End Time: _____

Address of Open House: _____

Your Website: _____

Would you like to include a Ribbon Cutting? _____ Yes _____ No

Description of what you will provide and feature at your Open House:

Contact name: _____ Phone: _____

Contact email: _____

You will want to create a press release to send to the media and the Chamber, as well as an Open House Flier two months prior to your Open House in Word format. Send your promotional materials to info@pewaukee.com. This flier will be used by the Chamber to promote your event in Chamber e-blasts and at other events. If you would like the Chamber to include your flier on the Chamber table at programs & events, please provide 50 copies to the Chamber office at 1285 Sunnyridge Road, Pewaukee, WI 53072.

The Pewaukee Chamber will assist in sending photos of your Open House/Ribbon Cutting to local papers and will include in Chamber e-blasts.