



## **Member Milestone Celebration Program, 2026**

To continue promoting its member businesses and their products/services, the Finger Lakes Area Chamber of Commerce offers a Member Milestone Celebration Program (also referred to as Member Milestone or MMC for short) as a featured benefit for its customers. **This is a Fee-Based Service.**

*As part of their standard membership, members are still eligible to have their News, Events, Anniversaries, and other Announcements promoted through the Chamber's basic channels at no additional cost.*

**There are two options for customers to choose from when signing up for this program:**

### ➤ **Option 1 MMC Photo Op - \$275**

These are professional Publicity Stunts that feature a Photo Opportunity and Press Release.

Member Milestones are coordinated by the Finger Lakes Area Chamber of Commerce (FLX Chamber) and have the sole purpose of generating publicity and awareness for a customer's business, mission, and location. They consist of a planned photo opportunity (Photo Op) where the Chamber will come to your property with a professional photographer, stage a group photo with the owner and key employees or management, and then depart. After the Milestone, the Chamber will produce a press release to be shared with a featured photo from the Member Milestone to the media and across various web and social media platforms.

### **Hosting Guidelines:**

**To ensure a successful event and maximum media exposure, please review the following requirements and benefits.**

### **Member Requirements**

To finalize your booking and allow the Chamber to create your promotional materials, the following items must be submitted at least one month prior to your event:

- **Business Bio:** A brief history, mission statement, and purpose of the celebration.
- **Visuals:** Your current high-resolution logo and property or product photos.

### **Chamber Provided Benefits**

**The Chamber handles the heavy lifting for your event's publicity, focusing on post-event awareness through:**

- **Professional Photography:** The Chamber will book and fund a professional photographer to capture the event and the official Group Photo for media release.
- **Media Distribution:** A promotional recap, including a write-up and photos, will be sent to local media contacts and published in the Chamber's newsletter.
- **Digital Promotion:** Your milestone will be featured on the Chamber's official website and social media channels.

**Note:** The photographer is contracted by the Chamber to fulfill specific media requirements. If you require additional custom photos beyond the Chamber's scope, these may be booked at the member's expense.

*If members wish to host an additional party separately or in conjunction with their MMC, they are welcome to do so and are responsible for the associated duties, costs, and details, including promoting it to their guest list. When securing a Standard MMC, the primary function of the Chamber is to generate post-event publicity.*

➤ **Option 2 MMC Event + Photo Op- \$500**

These incorporate a planned and pre-promoted event by the member business that takes place in conjunction with the publicity photo and press release that the Chamber team coordinates. This option includes a promotional event flyer/invitation that is produced by the Chamber's professional graphic designers. This flyer is then promoted before the event happens across the Chamber's newsletters, web, and social media platforms. A Facebook event is also created and hosted by the Chamber for additional promotion. Lastly, Chamber staff will personally invite and encourage board members, Chamber Ambassadors, and other business owners to attend the Member Milestone Celebration for the photo op.

**Maximize your business milestone with professional promotion and B2B networking.**

**Hosting Guidelines:**

**To ensure a successful event and maximum media exposure, please review the following requirements and benefits.**

**Member Requirements**

To finalize your booking and allow the Chamber to create your promotional materials, the following items must be submitted at least one month prior to your event:

- **Business Bio:** A brief history, mission statement, and purpose of the celebration.
- **Visuals:** Your current high-resolution logo and property or product photos.

Note: If materials are not provided, the Chamber may use info from your website at your own risk or cancel the event.

**Refreshments:** The host provides all food/drink. Alcohol is optional.

**Liability:** Please consult your insurance provider regarding any questions regarding alcohol or property liabilities.

**Coordination:** Identify key staff/guests for the "Group Photo" captions before the event begins.

**Vendors:** Visit [www.flxchamber.com](http://www.flxchamber.com) for a directory of member caterers and event services.

**Chamber Deliverables**

Before the Event (Promotion)

- **Marketing Materials:** We create a custom promotional flyer for your event.
- **B2B Outreach:** We invite the Chamber membership and manage the RSVP list.
- **Multi-Channel Exposure:** Promotion via Chamber newsletters, e-blasts, social media, the website, and our monthly radio show (as schedule allows).

During the Event (On-Site Support)

- **Ceremony:** Chamber reps provide a semi-formal presentation with branded signage. Ribbon and oversized scissors are available upon request.
- **Photography:** The Chamber hires and pays for a professional photographer to capture the official Group Photo and property shots.

After the Event (Publicity)

- **Media Recap:** A post-event write-up and photos are sent to local media contacts.
- **Digital Feature:** Highlights are shared across our website and social media to ensure long-term awareness of your milestone.

**Member Milestones are considered but not limited to:** Anniversaries, Grand Openings, Re-Openings, Relocations, and, in some cases, for already established customers, Ribbon Cuttings for an expansion or new business. *The FLX Chamber does not offer Ribbon Cutting MMC to new members. Customers must have been a member for three years to qualify for an MMC. Exceptions are noted below.*



**Member Milestone Celebration (MMC) | Program Guide**

**1. Eligibility & Booking**

To ensure high-quality promotion, all hosting businesses must meet these requirements:

Membership Status: Must be in good standing (no unpaid balance).

Tenure: \* Minimum 3 years of membership, OR

Minimum 1 year if invested in the Annual Partner marketing bundle.

2. **Authorization:** The booking must be made by the Business Owner or Top Executive to ensure direct communication and transparent expectations.

3. **Lead Time:** Requests must be submitted 3 months in advance.

4. **Availability:** The Chamber typically books one MMC per quarter. Priority is given based on membership seniority and event history.

**5. Scheduling & Fees**

- Standard Hours: Monday – Friday, 10:00 AM – 4:00 PM. (Lunch hours on Tues–Thurs are recommended for best attendance).
- After-Hours: Events ending between 4:00 PM and 6:00 PM require staff approval and incur an additional fee.
- Weekends: The Chamber is closed; no weekend events.
- Late Fees: MMCs scheduled with less than 2 months’ notice are subject to a late fee.

**6. Flexibility & Frequency Rules**

- **Weekend/After-Hours Flexibility:** If you are hosting a private weekend open house or party, the Chamber can schedule a separate "Photo Op" during weekday business hours to ensure your milestone still receives full media coverage.
- **Frequency Limits:** To ensure variety for our membership:
  - There must be three years between hosted events (Mixers or MMCs).
  - A business may host up to two MMCs within a 10-year period.
  - After three lifetime events, future requests are at the Chamber’s discretion to avoid repetition.
- **Alternative Promotion:** If we cannot accommodate a specific booking date, members in good standing can still promote their anniversary through our traditional advertising channels.

**7. Attendance & Best Practices**

- **Who Attends:** Option 2 MMCs typically draw 7–15 Chamber representatives for the official photo.
- **Boost Your Turnout:** We strongly encourage hosts to directly invite their own customers, colleagues, and professional network to supplement the Chamber’s B2B guest list.
- **Engagement Tips:**
  - Go Behind the Scenes: Offer property tours to help members become familiar with your operations.
  - Be a Host: Have staff on hand to greet guests and network.
  - Add Value: Consider offering door prizes, "Milestone Coupons," or limited-time sales to drive interest.
  - Self-Promote: Supplement the Chamber’s marketing with your own independent advertising.
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**REQUEST FORM:**-----

**Name of Business:** \_\_\_\_\_

**Primary Contact Name, Title:** \_\_\_\_\_

**Type of Event Requested:** *(Please Circle One)*

MMC Option 1 (\$275)

MMC Option 2 (\$500 charge).

*Must be paid upon booking and is required for promoting your event.*

**Reason for Event:** \_\_\_\_\_

**Requested Date (Day and Month) or Date Range for Event:** \_\_\_\_\_

**Requested Times:** \_\_\_\_\_

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

**Customer Signature & Date:** \_\_\_\_\_

*Please work with FLX Chamber Staff to request, confirm, and secure your date. \*Your event Date and Time are not confirmed until a Chamber rep signs off and returns your form, which includes a copy of the above details. This sheet will also be your Host Agreement. Please ensure that you have read and understood the information included on pages 1-3 of this packet.\**

**FLX Chamber Rep Signature/Date:** \_\_\_\_\_

**Office Notes:** \_\_\_\_\_

\*Chamber staff must receive this signed agreement to confirm the 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. The Chamber reserves the right to accept, reject or change any and all details of proposed events and activities. (Updated 1/26)