Planning Your Belvidere Business Grand Opening

Sponsored by the Belvidere Economic Development Committee

The Belvidere Economic Development Committee will sponsor a Grand Opening at your business and provide the following forms of advertising and marketing:

- Post on Warren County Community Calendar and The Wanderings
- Post on the Centenary College Radio Station website
- Post on NJ Forum (Belvidere, Hackettstown, Oxford and Washington)
- Press release in the Express Times and Warren Reporter
- Advertise in the Riverbend Advisor
- Decorate your place of business for the occasion
- Grand Opening Banner will remain for 1 week (6 days) at your establishment
- Flyers to be distributed and/or posted in local merchant businesses
- Posting on our website (belviderenj.com) as Featured News and in the Business section in the Grand Opening page with posted pictures and write-up
- Post article and picture after Grand Opening in the Express Times and Warren Reporter (if possible)

Some suggestions to promote your business at the Grand Opening:

- Raffle off a gift certificate for services or offer discounted items
- Send out postcards to your current patrons inviting them to come
- Give a flyer to all of your patrons when they're shopping at your business
- Post the event on your own website if applicable
- Mention the Grand Opening when patrons call your business

Notes:

©2004-2005 Belvidere Economic Development and Tourism Committee