

and television.

7. Schedule paid space advertisements and broadcast media to coincide with the rollout of your program..

8. Design and order special supplies including an anniversary logo, stationery, gifts, decorations, displays, badges, buttons, etc.

9. Coordinate functions and events: food, decorations, exhibits, sites, entertainment, photographers, invitations and honored guests.

10. Provide anniversary kits—they should be approximately 8.5" x 11", standard file size packages of information, including photos, press releases, copies of speeches, anniversary logo for reproduction, a calendar of events, descriptions of displays and exhibits available for showing at libraries, schools, etc.

11. Contact the speakers and arrange for them to appear at specific functions.

Let the Good Times Roll!

The list of anniversary activities and themes is limited only by the imagination of those

responsible for the preparation. Depending on your corporate image, you could have a very dignified black-tie anniversary celebration complete with a string orchestra, or stay down-to-earth with baseball, hot dogs and apple pie. It's all up to you, but by all means, have fun with your party theme! Here is a brief alphabetical list of some of the popular activity options:

ADVERTISING AND PROMOTION ACTIVITIES

- Choose a theme or slogan that will coordinate all activities. Develop an anniversary logo to appear on all advertising and collateral materials.
- Emphasize the quality of the product or service, progress of the company to date and promise for the future.

ANNIVERSARY SEAL

- Used on stationery and envelopes, sales slips, bills, business cards, greeting cards, wall and desk calendars, sales literature, corporate gifts and awards, buttons, badges, etc.
- This is an especially good time to change the company name, motto or logo, if you desire.

ANNUAL REPORT

- Anniversary seal on cover
- President's message
- "Then" and "Now" pictures of products, company offices, plants or buildings, etc.
- Reproduction of first year's statement

BIRTHDAY CAKE

- Cake cutting ceremony
- President, founder, retiree to cut cake
- Sculptured remake of a plant, building or product
- Souvenirs baked in the cake or a prize in a "lucky slice"
- Publicity photographs
- Companywide "coffee break"

COMPANY HISTORY

Community Relations

- Speakers available to address clubs, luncheon groups, students, radio and television reporters
- Distribute copies of speeches by company executives to local press
- Anniversary film offered to clubs, schools and church groups
- Stage exhibits at libraries, banks, schools and other public places
- Tie-in with civic milestones
- Special grants and anniversary scholarships
- Contest tied in with community causes