

# GRAND OPENING CHECKLIST

## 12 WEEKS PRIOR TO EVENT

- ☐ Ensure all equipment is finalized and ordering timeline is established
- ☐ Schedule soft opening date
- ☐ Order 'Chevron or Texaco Coming Soon' signage  
Chevron ADvantage Portal at: [chevron.modsocket.com](https://chevron.modsocket.com)

## 6 WEEKS PRIOR TO EVENT

- ☐ Set Grand Opening Date

## 5 WEEKS PRIOR TO EVENT

- ☐ Set objectives for Grand Opening
- ☐ Set budget and define Grand Opening plans
- ☐ Develop site plan for vendor locations, radio remotes, activities, traffic patterns
- ☐ Research and apply for local permits
- ☐ Contact vendors and discuss promotional offerings
- ☐ Schedule proper staffing
- ☐ Secure photographer
- ☐ Contact Synchrony Event Services to schedule credit card solicitation and marketing event at: [tacardtools.com/event](https://tacardtools.com/event)

## 4 WEEKS PRIOR TO EVENT

- ☐ Submit approved layouts and Grand Opening event plans to city planning
- ☐ Book entertainment -DJ, Band, Sports Team, Cheerleaders, clown, photographer, etc.

## 3 WEEKS PRIOR TO EVENT

- ☐ Revisit vendor and event plans and ensure everything is on schedule
- ☐ Order Grand Opening Kit and other promotional items at: [chevron.modsocket.com](https://chevron.modsocket.com) OR contact other site vendors (like Frito Lay) to contribute
- ☐ Ensure all deliveries (gasoline, vendors) are scheduled day before and/or evening for Grand Opening Day so deliveries do not interfere with activities during event
- ☐ Schedule ribbon cutting participants if planning to conduct on Grand Opening Day (mayor, city council, and/or chamber of commerce)

## 2 WEEKS PRIOR TO EVENT

- ☐ Create and send out notification of Grand Opening Event
- ☐ Template(s) available in the Chevron Advantage Portal

## 1 WEEK PRIOR TO EVENT

- ☐ Contact vendors to finalize event specifics and revise as necessary
- ☐ Revisit with city on permit status
- ☐ Create agenda for Event Day - confirm timing of special guests
- ☐ Train/inform employees, assign tasks, ensure all have uniforms ready for day(s) of event
- ☐ Ensure employees have uniforms and name tags

## 1 DAY PRIOR TO EVENT

- ☐ Installation of Grand Opening décor
- ☐ Aerial lift needed for canopy-attached items
- ☐ Ensure all products for Grand Opening on hand

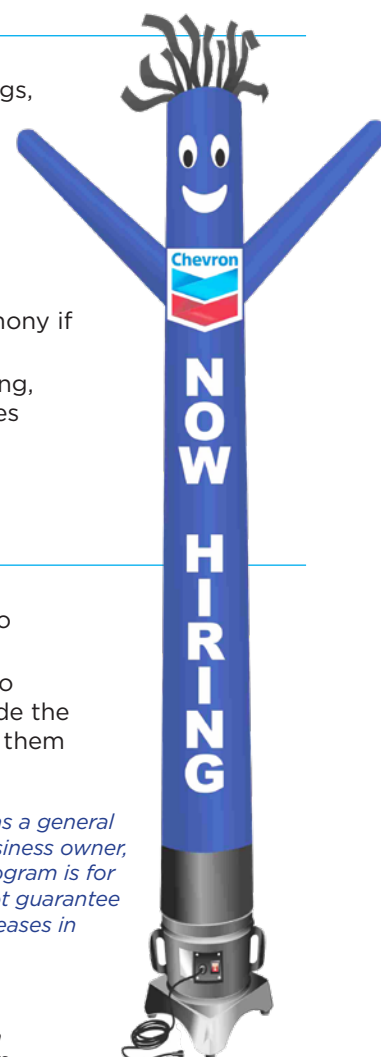
## EVENT DAY

- ☐ Event setup - 2 hours ahead
- ☐ Décor setup with balloons, flags, banners
- ☐ Vendor setup per site plan
- ☐ Radio setup if using
- ☐ Setup for entertainment, DJ, face-painting, clown etc.
- ☐ Promotional products set up
- ☐ Conduct ribbon cutting ceremony if desired
- ☐ Conduct raffles, games, cooking, giveaways, interactive activities
- ☐ Solicit credit cards
- ☐ Photographer on site

## POST-EVENT

- ☐ Teardown of event
- ☐ Download photos and email to appropriate contacts
- ☐ Post photos on social media to thank the supporters that made the event a success and welcome them back to your site

*This checklist is intended to be used as a general guideline only. As an independent business owner, your decision to participate in this program is for you alone to decide. Chevron does not guarantee any particular amount of sales or increases in customers under this program.*



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