



Marketing & Special Events

Office of the City Administrator

Marketing Assistance for Business Grand Openings

The City of Oakland's Marketing Division can assist with business grand openings as follows:

Invitation Lists

Whether you're sending a paper invitation through the U.S. Postal Service or an e-vite via e-mail, the Marketing Division can provide lists of Oakland elected officials and city staff as well as a roster of Oakland business dignitaries.

Event Logistics Consultation

Advanced planning for an event helps ensure success. Businesses are encouraged to contact the Marketing Division when they begin planning a business grand opening event. We can review our events calendar to see if there is another event that might conflict with your proposed date. We can also suggest possible speakers from the City of Oakland to participate in your program.

Vendor Referrals

If your grand opening event will require audio/visual equipment rental, tent or canopy rental, food and beverage catering, printing or other services, the Marketing Division can suggest several qualified Oakland vendors.

Press Releases/Media Lists

Press Releases:

You should issue a press release and/or media advisory to let the public and media know about your grand opening. The Marketing Division can provide a sample press release for you to use as a guide, as well as arrange a quote from the appropriate City official in support of your grand opening.

Media Lists:

The Marketing Division maintains a media roster of business writers and editors as well as television and radio assignment desks. Whether you are distributing an advance press release to attract the general public to your grand opening event or sending a media advisory to draw day-of media coverage, these lists will assist in getting the word out.

Ample lead time is required to obtain assistance from the Marketing Division. Send an email or call today. Please contact:

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