



*Connecting For Success!*



# HOW TO:

Host a *Ribbon Cutting Ceremony*

# WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a new business, a newly renovated business, relocation, a groundbreaking, an anniversary, or another significant company milestone.

You must be a new member or a current member in good standing (dues paid) for the San Ramon Chamber of Commerce to participate in your ribbon cutting.

## *Benefits of a Chamber Ribbon Cutting*

- Mark a significant moment in your business's history
- Introduce the public & Chamber Members to your business
- Invite friends, family, employees, and business partners to share your success
- Promote what makes your business a special and unique addition to San Ramon
- Announce your event to the Chamber's email list, including Elected Officials
- Receive Certificates of Recognition from local Assemblymember & Senator
- Details posted on the Chamber website
- Familiarize the community with your product or service
- Begin building or grow your customer base
- Great photo opportunity!
- Ceremony photos posted on the Chamber's social media accounts

# What does the Chamber do for my Ribbon Cutting?



**A ribbon cutting is YOUR event. The San Ramon Chamber is here to assist you with the following:**

- Invite the Chamber Board of Directors, Ambassadors, Chamber Members, and local government officials to attend.
- Promote your event through our online calendar, social media pages, and electronic newsletter.
- Provide an agenda, promotional image, and attendee list before the event.
- Arrive at your location with ribbon and official GIANT scissors.
- Welcome attendees and introduce you at your ribbon cutting, take photos and share them with you following the event.
- Give you a Chamber Member plaque to display at your business and a Member sticker to display in your window.

**We are available to answer questions and ensure your event is a success!**

# BUSINESS RESPONSIBILITIES: WHAT ARE THE HOST

## Your business is the host of this event. Make it yours!

The Chamber is here to help you. However, we strongly encourage you to consider some of the following suggestions. Conducting your own marketing campaign to increase awareness is highly recommended. You should not rely solely on the Chamber for your audience or event festivities.

- **Designate** a contact person and photographer.
- **Order** banners, signage, and/or balloons.
- **Decide** who will cut the ribbon. The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.
- **Choose** a date to hold your event. We find that Tuesday – Thursday in the late afternoon or early evenings draw the largest crowds. We cannot assist with events scheduled on weekends or holidays.
- **Plan** what you wish to share when you speak just after the ribbon is cut. You can thank those who helped along the process, how you came about owning/updating/moving, and share any specials or upcoming events.
- **Go over** rainy day options.
- **Finalize** details before promoting the event to ensure the Chamber and business are on the same page.
- **Post** or run ads on social media & email invitations to clients, employees, friends, family and customers/leads.
- **Food and beverages** are not required but are recommended, as they add a nice touch and encourage guests to stay longer.
- **Create** a sign-in sheet for guests with a line for email addresses.
- **Share** photos online and send copies to the Chamber.
- **Send** post-event email with photos to your contact list.

# Frequently Asked Questions

Planning a Ribbon Cutting can be stressful. You might have many questions or not know where to start. Luckily, since this is your event, there are no set rules! Here are a few FAQ that may help.

## **When should I begin talking to the Chamber about my event?**

- Begin the conversation at least a month prior to the Ribbon Cutting. This allows the Chamber to confirm the date, add it to the calendar, and share it with members.



## **When is the best time to have a Ribbon Cutting?**

- Ribbon Cuttings are best on Tuesday, Wednesday, or Thursday afternoons. Please remember that many of the people we invite also work, and it is easiest for them to come later in the day.

## **How many guests can we expect?**

- The Chamber cannot guarantee the number of attendees. Multiple factors play into how many guests will attend. You are welcome to create an RSVP form, if you choose.

## **What kind of speech should I prepare?**

- We recommend a 3-5 minute speech. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude.

## **What does a Ribbon Cutting cost?**

- You get all of these benefits for only \$100.



# Congratulations!

This is a significant milestone, and we are grateful for the opportunity to be a part of your special event.

Whether you are a new business, celebrating an anniversary, launching a new product, or simply celebrating a milestone, we sincerely congratulate you on this new endeavor.

Thank you for being a valued San Ramon Chamber of Commerce member! We appreciate the opportunity to serve you.



For more information or to schedule your event, contact us anytime at [info@sanramon.org](mailto:info@sanramon.org).

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