

# HOW TO HOST A RIBBON CUTTING



## Most Common Reasons to Host a Ribbon Cutting:

- You have recently joined the chamber
- You have recently opened your business or moved locations
- The business is under new ownership/management
- You have recently remodeled your facility
- The business is celebrating a milestone

## For Every Ribbon Cutting the Chamber Will:

- Send an invitation to all Chamber Ambassadors, Board Members, & dignitaries
- Provide your business with a certificate
- Share the event information through email & social media
- Provide ceremonial scissors & ribbon
- Provide photos of the event on the Chamber's social media & weekly newsletter



**A Ribbon Cutting is a great way to kick off your Chamber Membership!** Ribbon Cuttings & Groundbreaking Ceremonies provide an avenue to market your company to those who may not have visited or heard of you before.

## Making the Most of a Ribbon Cutting

- Contact the Chamber to reserve a date & time
  - For the best turn out, we suggest hosting your event during the work week between 9 AM - 4 PM
  - We require booking your ribbon cutting at least 2 weeks in advance or more
- Invite clients, customers, vendors, family, & friends
- Light refreshments (coffee, water, soda, cookies, muffins, finger foods) help create a welcoming environment
- This is your chance to market & influence those attending! Don't miss the opportunity to hand out coupons or marketing materials (Some businesses raffle items to gather business cards as leads)

## QUESTIONS & SCHEDULING:

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