

Make Your Event Successful!

Who should you invite?

- ◆ Neighboring Businesses
- ◆ Existing Customers
- ◆ Suppliers to your Trade
- ◆ Prospects
- ◆ Friends & Family
- ◆ Local Newspapers
- ◆ City & County Officials

What should you serve?

- ◆ Prepare your Own Treats
- ◆ Hire a Caterer
- ◆ Champagne / Wine
- ◆ Hors d'oeuvres – Small Sandwiches

How can you promote your business during the

Ribbon Cutting?

- ◆ Drawing or Door Prizes
- ◆ Certificates or Coupons
- ◆ Marketing Materials: Business Cards, Brochures, Literature

Where do you want to take the official photo?

- ◆ Choose a Location/ Props, etc.
- ◆ Who will be in the Photo?
- ◆ Should we take the Photo?

THE CHAMBER HAS MANY BENEFITS TO
HELP YOU SHOWCASE YOUR BUSINESS.
TAKE ADVANTAGE OF THEM!

Put Your Chamber Investment to Work!

- Attend events like the **Monthly Mixers, Ribbon Cuttings and Grand Openings**. All these get togethers are great networking opportunities.
- **Showcase your Business** with raffle gifts at each Mixer. Your name will be announced and you'll have an opportunity to network one-on-one with the raffle recipient.
- Insert an ad or write an article in the **Scotts Valley Chamber Newsletter**.
- Advertise in the Chamber **Business Directory** and on the Chamber **Website**. Your business listing is free with membership.
- **Sponsor a Mixer**. You will have 5 minutes to address the audience and you may display your advertising materials. Make your mixer free to the public for a flat fee of \$300.00.
- Display your **Special Events/Brochures** in the Chamber office.
- **Be a sponsor** at the Annual Art Wine & Beer Festival and Community Awards Dinner



How to Host a Successful Ribbon Cutting Event



SCOTTS VALLEY CHAMBER OF COMMERCE

216-B Mt. Hermon Road
Scotts Valley, CA 95066

Office (831) 438-1010

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What is a Ribbon Cutting?

A **Ribbon Cutting Event** is an important part of your overall marketing and advertising plan, and is a great way to kick-off a **Grand Opening** of a business.

If you are a Scotts Valley Chamber of Commerce member your business is eligible for a Ribbon Cutting event if the company has:

- Opened its doors in the last 6 months.
- Changed ownership or is under new management.
- Has been expanded or remodeled.
- Moved to a new location.



The Scotts Valley Chamber of Commerce would enjoy assisting you in planning a successful event for your company. Having participated in hundreds of Ribbon Cutting Events, we know how to get optimum exposure for your company.

The ceremony itself is conducted by the Chamber's Executive Director and the Ambassador Committee. The Ribbon Cutting Event comes complete with a large pair of scissors, large red ribbon, and photos to commemorate the opening. The event begins with a welcome statement *before* the Ribbon Cutting. **The photos taken appear in the Scotts Valley Chamber Newsletter, local newspapers and social media!** The event also offers an opportunity to meet dignitaries in the Community.

Schedule a Ribbon Cutting

Ribbon Cuttings are usually scheduled two months in advance. The Chamber's Board of Directors, Ambassadors, and dignitaries and Councilmembers of Scotts Valley are invited to attend the celebration along with people you've invited.



Hors d'oeuvres and beverages are usually served and plans can be as elaborate or as simple as you'd like – whatever fits your budget!

How Much Will It Cost?

Once you've decided that a **Ribbon Cutting** is for you, call the Chamber office at 831-438-1010. We'll make sure everything goes as smoothly as possible.

Of course, there is no charge for the Chamber's involvement—it's another value added benefit of being a member. How much you spend depends on how elaborate you would like to make the event. Remember, people are anticipating spending a half hour at the event, so be prepared with collateral materials.

How Can the Chamber Assist You With Your Event?

- ◆ We'll notify the Chamber's Board of Directors, City Dignitaries, Chamber Members and Ambassadors of your Ribbon Cutting and encourage their attendance.
- ◆ We'll put you in touch with other Chamber businesses that can provide catering, deli and beverage services, publicity, and even invitations.
- ◆ We'll attend with our famous "Giant Scissors" for your Ribbon Cutting Event and photo session.
- ◆ A story and photo of your Ribbon Cutting will appear in the *Scotts Valley Times*, which carries the Chamber's newsletter.

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