

RIBBON CUTTING INFORMATION

Congratulations! If you're reading this, you're likely considering a celebration for the opening of a new business, or the expansion/relocation of an existing business in the Greater Redding Area. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion.

WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brand new, newly renovated, or relocated business. It can inaugurate a business' opening day, or it can take place weeks afterward. Yes, you actually cut a ribbon! It can be stretched across any important location within your business. We will bring our giant golden scissors!

Members at our basic tier have the opportunity to schedule an event for \$225, or to upgrade and host for free!

SCHEDULING:

- Events must be scheduled a minimum of 4 weeks in advance.
- Dates are secured on a first-come, first-served basis upon completion of the "Schedule A Ribbon Cutting" form on our website, www.reddingchamber.com.
- We schedule a maximum of one ribbon cutting per week to promote attendance at all events, including yours!
- Ribbon cuttings are typically held Tuesdays or Wednesdays between 11:00 am - 2:00 pm, and are usually about 20-30 minutes long.
- We cannot schedule events during evenings or weekends. If you'd prefer to host your event during a time we are unavailable, you are welcome to add it to our event calendar using your Member Portal, as well as use the Request for Digital Marketing form on our website to request extra promotion.
- *Idea:* Schedule in conjunction with a *Greeters* event, which are every Thursday from 8-9 am.

HERE'S WHAT WE DO FOR YOUR EVENT:

- Create the event graphics and Facebook event, and add the event to our website calendar
- Announce the event at our weekly Greeters event
- Share the event in our biweekly newsletter
- Send a staff member or Ambassador to facilitate your ceremony, welcome attendees, and introduce you
- Invite our Board Members and Ambassador Committee
- Bring our giant gold scissors and red or yellow ribbon, and our PA system upon request
- Photograph the group, your team, and the ribbon cutting itself

THINGS TO CONSIDER FOR YOUR EVENT:

- For best results, you should be the main source of promotion for your event. Think of our promotion as an echo of yours!
- Send an invitation to your email list, post about it on social media, and share our posts! Most ribbon cuttings have around 10 Chamber attendees. We encourage you to invite your clients, family, and friends!
- Refreshments, drinks, door prizes, and decorations are optional and up to you. Go big or small! Some businesses provide lunch, Others have pastries and coffee. Keep in mind that the event will be short and sweet.
- What would you like to share with attendees when you speak before cutting the ribbon? You can thank your team, share how you came about owning/updating/moving, or share info about any specials or upcoming events. Please limit your speech to 5 minutes.