



Ribbon Cutting Procedure for New Chamber Member With a Physical Location

Welcome new member!

Ribbon-cutting ceremonies are a great way to have your business introduced to the Chamber membership and community. Plus, it creates a special memory to signify your new membership in the Chamber.

Our goal is to provide a seamless experience for new Chamber of Commerce members and to hold their ribbon-cutting ceremony at your business.

The Chamber schedules ribbon cuttings on either a Tuesday or Thursday starting at 5 PM with the ribbon being cut around 5:30 PM for maximum success. We want attendees to network and get to know the new member.

Here's how it all works.

1. Initial Coordination and Planning:

- Welcome Call/Meeting: Set up an introductory call or meeting between the Chamber representative and the new member to confirm the ribbon-cutting date, time, and expectations.
- Confirmation of Supplies and Responsibilities: Confirm the new member will provide light appetizers, beer, wine, and water. Have items that reflect your business.
- The Chamber will provide:
 - Ribbon, scissors, and ambassadors.
 - Photographer to capture moments during the event.

2. Pre-Event Marketing and Promotion

- Event Announcement: The Chamber will announce the ribbon cutting on all social media channels, the Chamber website, at prior events, and in newsletters, tagging the new member's business (if applicable).
- Invitations: Businesses are encouraged to invite their customers, vendors, and community partners, and post the event on their social media platforms.
- Event Reminders: The Chamber sends out reminders to all ambassadors 24 hours before the event and posts them on social media.

3. Event Day Procedures

- Set-Up: Please prepare your business for ribbon-cutting and have an area for the appetizers and beverages. Let the Chamber know where you would like the ribbon to be cut. Maybe having your logo in the background of the photo.
- Ensure all equipment for ribbon-cutting photos (ribbon, scissors) is readily available.
- Business Arrival: The Chamber staff usually arrive 15-30 minutes early to assist the new business with anything and to ensure everything is ready to go. Have your promotional materials out and be prepared to give a tour of your facility (if applicable). Don't forget your business cards.
- Welcome and Networking: Chamber ambassadors will greet attendees, introduce the new member, and facilitate networking.
- Offer guests the provided refreshments.

4. Ribbon Cutting Ceremony:

- Chamber staff will gather attendees and prepare the new members for the ribbon cutting.
- The new business representative will say a few words, introducing their team and letting everyone know what services they provide.
- Conduct the ribbon cutting, followed by photo opportunities.

4. Post-Event Marketing and Follow-Up

- Press Release and Photo Distribution: The Chamber will send a press release to local media, including photos from the event. The Chamber will send the press release and photos to the new business as well.
- Social Media Highlights: Post-event highlights on Chamber social media platforms, tagging the new members and celebrating their official welcome.
- Newsletter Recap: Include a feature in the Chamber newsletter with photos and a description of the new member's business.

To schedule your initial ribbon cutting please contact the Chamber at director@carefreecavecreek.org.

Ribbon-cutting ceremonies for new members are part of your membership benefits. We hope you take advantage of this great marketing opportunity.