



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 as a new member. 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 Tuesdays 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 members.

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, water, cups, utensils, etc. 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 creates a graphic and will announce the ribbon cutting on all social media channels, the Chamber website, at prior events, and in newsletters.
- Invitations: The new member is expected to invite their customers, vendors, and community partners to the ribbon cutting.
 - Email, and mail an announcement to your clients, prospects, vendors, and community partners.
 - Invite all the staff, friends, and family to the event.
- Posting: The new member is expected to use the Chamber's ribbon cutting graphic and post it on their own social media platforms and promote their own ribbon cutting on top of what the Chamber is promoting.
- 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 (average attendance is 20-30 people depending on the location). Let the Chamber know where you would like the ribbon to be cut. Maybe having your logo in the background of the photo.
- The Chamber will bring the ribbon and scissors.
- 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 along with your staff 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

- Post-event promotion: The Chamber will create a graphic from the ribbon cutting and post it on all the Chambers's social media platforms.
- Newsletter Recap: The ribbon cutting with photos will be included in the monthly Celebration Newsletters.

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.