

## *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 GROW YOUR BUSINESS. TAKE ADVANTAGE OF THEM!

## *Put Your Chamber Investment to Work!*

- Attend the **Monthly Mixers, Ribbon Cuttings and Grand Openings**. All of 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 News**.
- 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 Activities/Brochures** in the Chamber office.
- Attend **Business Building Educational Seminars** offered by the Chamber.



## RIBBON CUTTING EVENT



## *How to Host a Successful Ribbon Cutting Event*

SCOTT'S VALLEY CHAMBER OF COMMERCE

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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 News**, and/or local newspapers. The event also offers an opportunity to meet key leaders in the Community.

## HOW DO YOU SCHEDULE A RIBBON CUTTING?

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

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!

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

## HOW MUCH WILL IT COST?

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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