

San Leandro Chamber of Commerce

Guidelines for Holding a Ribbon Cutting Event

Set a Date - Give the Chamber at least two-weeks' notice. Attendance will vary based on the day. Please be aware of major holidays and community events. The Chamber can be helpful in this area. We recommend Tuesdays, Wednesdays, and Thursdays. Weekends are not recommended since elected officials and Chamber Ambassadors may not attend. Also, keep in mind that City Council meets on Tuesday beginning at approximately 3 p.m.

Select a Time – Pick a time convenient for your guests. Mornings and late afternoon work well. The Chamber recommends 3-5 p.m. Please let us know the specific time the ribbon cutting is to take place. Please be considerate – Chamber Ambassadors are volunteers who have their own time obligations.

Develop Invitation List – Invite your potential and current customers, suppliers, and employees. Is the public invited? If so, try to send a press release to the local media two weeks prior to the event. We will invite key city officials, including City Council, City Manager, and Fire and Police Chiefs.

Plan a Menu – If expenses allow, try to have some refreshments on hand. Suggested menus include light hors d'oeuvres, finger foods and beverages.

Plan the Photo – Try to designate in advance the location where the actual ribbon cutting photo will take place and who will be in the picture.

Optional Ideas

- Have a brief 10-minute program. Program can include opening remarks, welcome message, or a brief description of your business.
- Include a guided tour of your facility.
- Display or give away gifts or promotional items with your logo or company name (a retail store may want to offer special discounts on that day).
- Display literature/brochures and business cards.
- Have a door prize and collect business cards of visitors. Door prize could be a sample of your product.
- Decorate your facility. Be creative and find ways to tie your product or service into the ceremony.

- A local musical group might also be willing to donate its talent in exchange for press coverage.
- Find a way to thank everyone who worked hard to bring the project to fruition.