

San Leandro Chamber of Commerce Ribbon Cutting Event Guidelines.

Set a Date -San Leandro Chamber of Commerce requires one month notice of your date. We recommend Tuesdays, Wednesdays, and Thursdays. Weekends are not recommended, as many businesses are closed, and it is difficult for Chamber Champions and elected officials to attend on weekends. (Attendance will vary based on the day. Please be aware of major holidays and community events.)

Select a Time – Pick a time convenient for your guests. Evenings work well. The Chamber recommends 5:30-7 PM, but keep in mind the City Council meets on Mondays at 6:30pm. Please let us know the specific time the ribbon cutting is to take place. Also be considerate of Chamber Champions who are volunteering at the event and are there to assist you.

Develop Invitation List – Invite your potential and current customers, suppliers, and employees. We will invite key city officials, including the City Council, City Manager, Fire and Police Chiefs and Chamber membership.

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

Plan the Photo –To ensure a seamless ribbon cutting ceremony, please designate the location in advance where the photo will be taken. Additionally, create a list of people you would like to be included in the photo.

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.