



ELK GROVE  
**CHAMBER**  
OF COMMERCE

# *Ribbon* **CUTTING** INFORMATION PACKET

A Chamber of Commerce  
Event for Members

## **CONGRATULATIONS!**

If you are reading this, you must be celebrating the opening of a new business or the expansion/relocation of an existing business in Elk Grove. We are excited for your success and value the opportunity to help you mark this important occasion! We hope the following information is helpful to you. Please contact the Chamber office at 916.691.3760 if you have any questions or would like additional information.

The Elk Grove Chamber Board and Staff

## **WHAT IS A CHAMBER RIBBON CUTTING?**

A ribbon cutting is recognition of your business's grand opening, re-brand, or major changes such as new management, remodeling, or a major expansion of facilities or services. A ribbon cutting also lets Chamber members and the community know about your business and provides an opportunity to become acquainted with your services. This is our way of welcoming you to the Elk Grove business community or recognizing your major changes. For in-home businesses, a Ribbon Cutting Ceremony can be held at the Chamber office.

## **WHAT ARE THE BENEFITS OF HOLDING A CHAMBER RIBBON CUTTING?**

By hosting a ribbon cutting, you can:

- Announce your ribbon cutting on the Chamber's website calendar
- Begin a customer base
- Familiarize the public and Chamber members with your physical location
- Familiarize the public and Chamber members with your product/services
- Generate possible leads and sales from attendees
- Publish a photo of your ribbon cutting in the Chamber's quarterly publication to over 500 businesses
- Advertise on the Chamber's social media outlets



## WHAT ARE THE ELIGIBILITY REQUIREMENTS FOR A CHAMBER RIBBON CUTTING?

The Chamber of Commerce offers ribbon cuttings to the following Member businesses:

- Less than one year in business
- Offering major new products or services
- Relocating or remodeled businesses
- Businesses under new ownership
- Under special circumstances as approved by the Board of Directors

## WHAT DOES THE CHAMBER CHARGE TO CONDUCT A RIBBON CUTTING?

\$100, half of which is refunded upon your next membership renewal.

## WHAT DOES THE CHAMBER DO FOR MY RIBBON CUTTING?

- Contact you to go over the outline of the event
- Bring the official ribbon-cutting scissors
- Invite Chamber members and local officials
- List your ribbon cutting on the Chamber's website calendar
- Provide you with the ribbon
- Publish a photo of your ribbon cutting in quarterly publication, Focus on Business
- Arrange for local newspaper to attend, take a photo, and publish it in the paper
- Take a photo of your ribbon cutting and email it to you afterwards (using our camera)
- Provide press release template and media contacts for your use
- Promote your ribbon cutting before and after on Chamber social media outlets
- Provide option of complimentary set of mailing labels for you to invite fellow chamber members by mail

## WHAT DO I DO FOR MY RIBBON CUTTING?

Your date and time. After many ribbon cuttings, the Chamber has discovered that mid-day ribbon cuttings draw the largest crowds. We have also discovered that mid-week (Tuesday through Thursday) work best for attendance. Therefore we recommend that you hold your ribbon cutting Tuesday through Thursday between the hours of 10:00am and 4:00pm. We're sorry; the Chamber cannot provide assistance with ribbon cuttings on weekends or holidays. Give yourself and the Chamber plenty of time to promote. Schedule your ribbon cutting at least 2-3 weeks in advance for the best turn-out.



### WHO WILL CUT THE RIBBON?

The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like! If the Mayor attends, you may want to ask him or her to cut or help to cut the ribbon.

### YOUR REMARKS OR SPEECH

This is usually done when everyone is gathered around the ribbon and after it is cut.

### ORGANIZE A SEPARATE PR CAMPAIGN

If you would like to invite the general public, you should consider other advertising avenues. Ask Chamber staff about our mailing labels and bulk mail permit or our e-blast program.

### COMPLETE AND RETURN THE CHAMBER'S RIBBON CUTTING REQUEST FORM

This form is included in this packet.

\*See also "Tips for a Successful Ribbon Cutting" included in this packet

### WHO SHOULD ATTEND MY RIBBON CUTTING?

The Chamber will invite our membership, Ambassadors, and local officials.

While we will list your ribbon cutting on our website calendar, we encourage you to conduct your own PR campaign to increase the attendance and awareness of your business's opening. You should also consider inviting your business partners, customers/clients, financiers, contractors, friends, and family to help you celebrate this momentous occasion in your business's history.

### PLEASE NOTE

- You must be a new or current Chamber member in good standing for the Elk Grove Chamber to endorse and help coordinate your ribbon cutting.
- There are more than 500 Elk Grove Chamber members. Our membership represents small organizations, big corporations, and self-employed individuals.

# TIPS FOR A *Ribbon* SUCCESSFUL CUTTING

## THE MORE THE MERRIER....

While the Elk Grove Chamber will invite elected officials, members and ambassadors, we encourage businesses to invite clients, vendors, neighboring businesses, family and friends to their ribbon cutting. This is not only to have a large gathering for the ribbon cutting photos; it enables the business to showcase its assets to many.

## CELEBRATE AND DECORATE....

Celebrate this great event by having festive decor-balloons and company signage not only draws attention to your business, it brings a celebratory spirit to the ceremony and makes it easier on attendees to locate your business.

## CHIPS, DIP, AND EVERYTHING IN BETWEEN....

Since ribbon cuttings traditionally take place during the lunch hours of 11am to 2pm, we encourage member businesses to have refreshments, snacks, cake, etc. for attending guests. This also adds to the flair of the event!

## OPEN UP....

Give guests a brief tour of your company and explain its function. You never know what this can do for making business contacts in the future.

# GRAND OPENING- RIBBON CUTTING REMINDERS

1. Mid-day events are easier to draw attendance.
2. If you are located within another business we will need permission to host your ribbon cutting at their location. Also, if that business is not a member, we will not be able to promote the business as the location, only the address of the location.
3. Be sure to send your press release, ( template and media contacts provide by the Chamber), to local media in a timely manner. It is often difficult to attract media to ribbon cutting events, so it can be very beneficial to send out this press release as far in advance as possible.
4. Send out mailed invitations at least 2-3 weeks in advance. Be sure to indicate on your ribbon cutting request form if you would like the Chamber to prepare a complimentary set of mailing labels for you to pick up at the Chamber office.

# **FASTSIGNS**<sup>®</sup>

More than fast. More than signs.<sup>®</sup>

I am Larry Seiler of FASTSIGNS of Elk Grove and a proud member of the Elk Grove Chamber of Commerce.

Our store, FASTSIGNS of Elk Grove located at 9632 Emerald Oak Dr. Ste. A, Elk Grove, CA 95624, will create a 2' x 4' Banner with grommets for your upcoming Elk Grove Chamber ribbon cutting ceremony for **FREE**.

The Banner will highlight your logo and a brief message i.e. "Grand Opening" or "Any other Message you wish" on two thirds of the 2' x 4' banner. The other third of the banner will have the Elk Grove Chamber Proud Member Logo and our FASTSIGNS logo.

After the ribbon cutting ceremony, you may take the banner to our store and we will cut the third off the banner with the Chamber and FASTSIGNS logos on it, leaving just your business' logo and information on the banner for your use. No charge!

If you, as the business owner/manager wish to have this FREE 2' x 4' banner made for your Elk Grove Chamber ribbon cutting ceremony, please contact me by emailing me at [2035@fastsigns.com](mailto:2035@fastsigns.com) at least one week prior to your Elk Grove Chamber ribbon cutting event. We would need a PDF with your logo and the message you would like to have on the banner. We will send you a proof prior to us printing the banner.

Best Regards,

Larry Seiler  
FASTSIGNS of Elk Grove/Folsom  
|Sales Manager | [2035@fastsigns.com](mailto:2035@fastsigns.com)  
| 9632 Emerald Oaks Dr. Ste A  
Elk Grove, CA 95624  
Office: (916) 686-3111

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# Ribbon CUTTING REQUEST FORM

## CONGRATULATIONS!

Congratulations on the opening of your new business or the expansion/relocation of your existing business in Elk Grove! We are excited for your success and value the opportunity to help you mark this important occasion! Please read carefully, fill out and return this form to the Chamber office with payment in full as soon as possible, scheduling is limited and available on a first come, first served basis.

Please detach and return this form to:  
Elk Grove Chamber of Commerce  
9401 East Stockton Blvd., Suite 125  
Elk Grove, California 95624  
P: 916.691.3760 | F:916.691.3810  
www.elkgroveca.com | chamber@elkgroveca.com

### WHAT IS YOUR BUSINESS CELEBRATING?

- We are a new business (less than one year in business)
- We have a major new product/service
- We have a new location, have recently remodel or are under new ownership

### ARE YOU AN IN-HOME BUSINESS?

- YES\*     NO

\*If you are a home based business, we are happy to host your ribbon cutting at the Chamber office, or if you have business friends who are members, feel free to reach out to them to host at their location, what a great promotional opportunity for them!

### IS YOUR BUSINESS WITHIN ANOTHER BUSINESS?

- YES     NO

If answered YES, what business? \_\_\_\_\_

### TELL US ABOUT YOUR BUSINESS

Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_

### REQUESTED DATE/TIME OF RIBBON CUTTING

(Tuesday through Thursday, 10:00am to 4:00pm)

First Choice: \_\_\_\_\_  
Second Choice: \_\_\_\_\_  
Third Choice: \_\_\_\_\_

I understand and agree to pay the \$100 ribbon cutting fee and that I will received a \$50 credit towards my next membership renewal.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Office use only:  
 Approved     Denied  
Date and Time: \_\_\_\_\_  
Reason: \_\_\_\_\_

I would like a complimentary set of member mailing labels  
Initial here: \_\_\_\_\_