



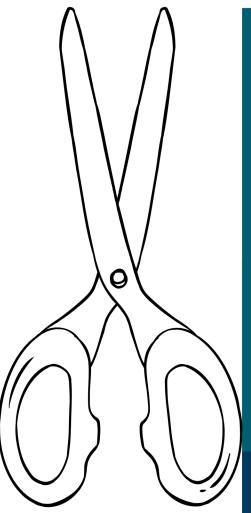
### San Jose Chamber of Commerce

## WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brandnew business, newly renovated business, relocation, groundbreaking, anniversary, or other major milestones for a business. Joining the Chamber is a milestone!

There are several packages to choose from based on your individual needs.

You do not need to be a member of the Chamber for us to participate in your celebration. However, members do recieve special member only pricing,



## Benefits of a Chamber Ribbon Cutting

- Introduce the public & Chamber Members to your business
- Announce your event to the world on the Chambers Social Media and to Elected Officials
- Listing on the Chamber calendar
- Familiarize the community with your product or service
- Begin building a customer base
- Full access to photos taken by the Chamber staff
- Ceremony photos posted on the Chamber's Facebook page
- No cost for supplies (Ribbon & Scissors)

# WHAT CAN THE CHAMBER STAFF DO FOR YOU?

A ribbon cutting is YOUR event. The Chamber is here to assist you with the following:

- Invite the community. This includes
   Chamber Board members, Ambassadors,
   and members
- Invite Elected Officials
- List your event on our social media pages and calendar
- Provide a welcome speech and congratulations
- Bring the BIG SCISSORS and ribbon
- Livestream the event on social media, by request
- Take photos of your event
- Provide name tags, by request
- Be available to assist you with questions



## WHAT ARE THE HOST BUSINESS RESPONSIBILITIES?



Your business is the host of this event. Make it yours!

The Chamber is here to help you. However, we strongly encourage you to take some of the following suggestions into consideration. Conducting your own PR campaigns to increase awareness is highly suggested. Please note, you should not rely solely on the Chamber for your audience or event festivities.

- Designate a contact person
- Submit your application, payment and two proposed dates for approval to the Chamber staff.
- Give a quote for a press release, or write your own, and publish it. We suggest PRLog.com
- If you have designed a promotional flyer or graphics, send it to the Chamber electronically to info@sjchamber.com
- Finalize details prior to promoting the event, ensure the Chamber and business are on the same page
- Run ads on social media
- Send email & paper invitations
- Invite clients, employees, friends, family, contractors, and past, present, and future customers
- Order banners and signage and confetti poppers, if you choose
- · Consider offering branded giveaway items or having door prizes
- Designate a speaker/speakers for the event
- Consider giving guided tours, product demos, etc., if possible
- Food and beverages are not required but are recommended, they add a nice touch!
- Have a sign-in sheet for guests with a line for email addresses
- Send thank you emails/notes to attendees, speakers, and special guests
- Send a post-event press release

## Ribbon Cutting Frequently Asked Questions

Planning a Ribbon Cutting can be stressful. You may have many questions or not know where to start. Luckily, since this is your event, there are no set rules! Here are a few FAQ that may help.

- $\mathbb{Q}$ : When should I begin talking to the Chamber about my event?
  - A Begin the conversation approximately 2 months prior to the Ribbon Cutting. This allows the Chamber to confirm the date, add it to the calendar, and share it with members
- $\mathbb{Q}^{\mathbb{N}}$  When is the best time to have a Ribbon Cutting?
  - A: Ribbon Cuttings are best on Tuesday, Wednesday, or Thursday between 10:00 AM and 2:00 PM. The Chamber is NOT able to assist with Ribbon Cuttings on the weekend or after 5:00 PM.
- $\mathbb{Q}$ : How many guests can we expect?
  - A The Chamber cannot guarantee the number of attendees. Multiple factors play into how many guests will attend. You are welcome to require an RSVP if you choose.
- $\mathbb{Q}^{\mathbb{N}}$  What kind of speech should I prepare?
  - We recommend a 3-5 minute speech. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude.
- $\mathbb{Q}$  How long does a Ribbon Cutting last?
  - Generally, the ceremony last 20-45 minutes. Many businesses choose to extend Grand Opening activities for 2-4 hours after the ribbon is cut.



### Launch your new business with a **Ribbon Cutting**

Kickstart your business, increase visibility, and make connections within the region's largest chamber of commerce through one of our ribbon cutting packages.



Package includes: An chamber representative present, large scissors and ribbon, one dedicated social blast to follower base, and one dedicated event on our calendar. \$399

### **PREMIER**

Package includes the **STANDARD** package plus: Outreach to elected officials and San Jose mayor, and one additional social media post. Attendance is not guaranteed.

#### \$1199 **VISIBILITY**

Package includes the **PLATINUM** package plus: One custom banner ad on chamber events page until the date of cutting up to 4 weeks total.



\$999

### **PLATINUM**

Package includes the **PREMIER** package plus: One sponsored event in eEvents newsletter in the month leading up to the ribbon cutting.

### NON-MEMBER

For non-members only. This package includes everything in the STANDARD ribbon cutting package. Consider further business development through an SJ Chamber membership!

Contact Staff Today! Email us at Info@SJChamber.com to learn more.

## Ribbon Cutting Information Form

Ready to host your Ribbon Cutting Ceremony? Please fill out this form and return it to the Chamber no later than 6 weeks prior to your event.

Business Name:
Contact Person:
Contact Email:
Requested Dates (list 3):
Location:
Description of Event:
Event Style: Public Event (open to the community) Private Event (invitation only)
Which Package? \$199 Standard \$399 Premium \$499 Nonmember \$1199 Visibility
Would you like the Chamber to provide name tags?  Yes No
Would you like the Chamber to live stream your event?  Yes No
Would you like the Chamber to invite elected Officials?
How would you like to pay?  Credit/Debit Check/ACH
Email form to Info@SJChamber.com with "Ribbon Cutting - (Company Name)" as the subject line.  Chamber Staff will be reach out to confirm dates and details.



This is a significant milestone, and we are grateful for the opportunity to be a part of your special event.

Whether you are a new business, celebrating an anniversary, launching a new product, or just simply celebrating a milestone event, we extend our sincere congratulations to you on this new endeavor.

Thank you for being a valued member of the San Jose Chamber of Commerce!

We appreciate the opportunity to serve you.

