

San Leandro Chamber of Commerce Ribbon Cutting Guidelines/Suggestions

Set a Date- The San Leandro Chamber of Commerce requires at least one month's notice for your event. We recommend holding the ribbon cutting on a Tuesday, Wednesday, or Thursday, as weekends can be challenging due to many businesses being closed and the availability of Chamber Champions and elected officials. Please also take into account major holidays and community events, as attendance may vary depending on the day.

Select a Time- Choose a time that is convenient for your guests—early evenings are generally favorable. The Chamber suggests scheduling from 5 PM to 7 PM (please note that the City Council meets on Mondays at 6:30 PM) Be sure to confirm the specific time for your ribbon cutting, and be mindful of the Chamber Champions who will be volunteering to assist you at the event.

Develop an Invitation List- Make a list of potential and current customers, suppliers, and employees to invite. The Chamber will extend invitations to key city officials, including members of the City Council, the City Manager, and the Fire and Police Chiefs, as well as Chamber members.

Plan a Menu- If your budget allows, consider providing refreshments for your guests. Recommended options include light hors d'oeuvres, desserts, and beverages.

Plan the Photo- To ensure a smooth ribbon cutting ceremony, please designate a specific person who will be taking the photos. Write down a list of people who you want in those pictures.

Optional Ideas:

- Consider a short 10-minute program featuring opening remarks, a welcome message, and a brief description of your business.
- Conduct a Guided tour of your facilities.
- Give away gifts or promotional items featuring your logo or company name. Engage attendees with doing a raffle or consider special discounts for attendees on the day.
- Display brochures or business cards.
- Collect business cards or do a sign-in sheet.
- Get creative with decorations that showcase your product or service.
- Live Music: Consider inviting a local musical group to perform in exchange for publicity.
- Find a meaningful way to thank everyone who contributed to making this project a success.