

# Newark Chamber Ribbon Cutting Guidelines

## General Information

- The Chamber is **delighted** to work with our Member Businesses and our City partners to welcome them to the community when they have opened their business in Newark, or to celebrate landmark moments. The Chamber provides our special assistance and value to members only. Members wishing to hold a Chamber Ribbon Cutting must submit an application to the Chamber Office with a copy to the City.
- **Ribbon Cuttings will be held at the host's place of business.** If it cannot accommodate 20-30 people at minimum, a host may hold their Ribbon Cutting in another member's facility that meets the criteria.
- **Ribbon Cuttings are generally held on the 2<sup>nd</sup> or 4<sup>th</sup> Tuesdays and Thursdays, 5:00pm-7:00pm** in order to schedule the Mayor and other local dignitaries who partner with us -- and who want to be there to create a memorable celebration!
- **Requesting a Preferred Date:** We recommend that you **submit an application at least 4 weeks in advance** of your preferred date in order to confirm the availability of our Mayor, and to give the Chamber enough time to publicize your date and event effectively. Shorter turnaround could limit attendance and publicity. **Fridays & weekends are generally not scheduled as our participants are all volunteers; additionally, weekends generally attract less attendees. However, we will work with you if circumstances make it impossible to schedule on a Tues/Thurs and you must request another weekday or time.**
- **The host firm should invite their own customers, clients and friends to attend their Ribbon Cutting.** If you have your own P/R capabilities, use your media contacts and press releases. Make the most of this special moment!

## The Hosting Business will:

1. As Host, submit an application to hold a Chamber Ribbon Cutting to the Chamber & cc: Laurie Gebhard in the City's Management offices. Contact info is on the application.
2. As Host, you will provide food and beverages of your choice for your guests. If a professional caterer is used, it is recommended, but not required, that a Chamber member caterer be engaged. The Host may send invitations & request RSVPs, if desired.
3. We suggest that you provide several **door prizes** to delight your guests. Everyone loves the chance to be a winner! The drawing for the door prizes will be held after the Ribbon Cutting Ceremonies during the course of the event. Door prize winners are drawn from guests and/or employee business cards collected at the door.
4. The Host will provide a table and two chairs for Chamber Ambassadors to welcome and check in your guests at the entrance of your business location. Don't forget seating or tables (as desired) for your guests - and wastebaskets!

## What will happen at the Ribbon Cutting Ceremony?

Between 5:30 p.m. and 5:40 p.m. our Mayor will begin the ceremony by welcoming and introducing any local elected officials such as Councilmembers, or Planning Commissioners, &

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key City staff, e.g. the City Manager. He will warmly welcome you to Newark, or congratulate you on your landmark achievement, etc., sharing information about your business with the guests.

Following his welcome speech, the Chamber President/CEO will introduce Chamber board members, and we then extend our welcome or congratulations on behalf of the Chamber, and if a new member, will present you with your Membership Plaque. The Mayor will then invite you to introduce your staff and honored guests and to say a few words. Then the official Ribbon Cutting occurs – you, your key people, the Mayor, council members and dignitaries, the Chamber President/CEO and Chamber Board Chairperson will line up behind the ribbon (a great photo opportunity!) YOU will cut the ribbon and enjoy the moment! You may draw door prizes at any time thereafter, and the celebration continues with no further formalities.

## **Chamber Ambassadors Will**

1. The Ambassador in Charge will contact the host a week prior to the Ribbon Cutting to confirm details.
2. The Ambassador in Charge will arrive 15 minutes prior to the beginning of the event to meet the host and to place two “Chamber Event” A-frame signs outside your location to help guests find you.
3. Chamber Ambassadors will set up the check-in table, welcome your guests, collect business cards, and issue nametags during the event. The business cards will be left with you as a record of the guests who attended.

## **Chamber Staff Will**

1. Staff will provide nametags, pens, Ribbon and Scissors, etc. and take photos of the event.
2. Staff will include advance announcements of the event in our e-News releases, on the Chamber Website Calendar and social media sites, and post photos after the event on the Chamber website and social media pages.

**Our Chamber staff will work with you to make your Ribbon Cutting a  
MEMORABLE SUCCESS!**

- **Please complete this form and email or fax to the two organizations listed here, a month in advance of the desired dates requested:**

Valerie Boyle, President/CEO – Newark Chamber 510-578-4500

[Valerie@newark-chamber.com](mailto:Valerie@newark-chamber.com)

Laurie Gebhard, Community Affairs Officer – City of Newark 510-578-4392

[Laurie.Gebhard@newark.org](mailto:Laurie.Gebhard@newark.org) or fax 510-578-4306