



## RIBBON CUTTING PACKAGE

The Manhattan Beach Chamber of Commerce is pleased to help you promote your new business. A Ribbon Cutting Ceremony offers a special opportunity to introduce yourself and your products and services to your neighbors and the local community. This quick guide will help your ceremony be a memorable one!

### **Package Details - Cost: \$175.00**

**Date: 2<sup>nd</sup> Wednesday of each month**

The Chamber will conduct a photo op between your new business or location and the Chamber's volunteer Ambassadors as well as other city officials. The photo will feature a ribbon and the Chamber's extra large celebratory scissors. Although the Chamber will do its part to ask city dignitaries to attend, we cannot guarantee turnout and therefore encourage you to reach out to your current network to attend your ceremony and support your event.

### **Ribbon Cutting Ceremony Checklist – The Chamber:**

- Promote your ribbon cutting to the Chamber membership through the Chamber's social media channels
- Provide you with a Press Release template which you can use to supply to local media
- Local media contact such as the *Beach Reporter*, *The Daily Breeze*, and the *EasyReader*. Please note the Chamber cannot **guarantee** media coverage.
- Invite Elected officials, MBCC Board of Directors, The Ambassador's Committee, Chamber Employees
- Add Ribbon Cutting to calendar of upcoming events in the *Sand Dollar* (55K circulation)
- Add Ribbon Cutting to Chamber website's event calendar
- The Chamber will provide the ribbon and the scissors

### **Ribbon Cutting Ceremony Checklist – For New Business or New Location:**

- Fill out Ribbon Cutting Application form and return to Chamber at least six (6) weeks in advance; confirm ceremony date and time with Chamber
- Provide the Chamber with a Press Release that can be given to local print media
- Invite customers, prospective customers, friends, family, neighboring businesses
- Like/follow the Chamber on Facebook, Twitter, and LinkedIn
- Get someone to take photographs for you. Although the Chamber will be taking photos as we cannot guarantee we will get photos to you immediately. Having someone take photos for you would allow for you to put those images on Facebook, etc. immediately. We can offer names of local photographers if you are looking for high resolution, professional images
- Make your NEW space inviting! Hold a reception or run a promotion to help drive local traffic in to your space (balloons, appetizers, drinks are helpful as well)
- Promote your ribbon cutting in your member portal on the Chamber's website

**If you are interested in collaborating with the Manhattan Beach Chamber of Commerce on an event, please fill out the following page.**



# Manhattan Beach

## CHAMBER OF COMMERCE

*Where Business and Lifestyle Work Together*

### RIBBON CUTTING APPLICATION FORM

#### Business Information:

Venue Name:

Venue Address:

Venue Capacity:

Venue Type:

#### Primary Contact

First:

Last:

Primary Phone:

Secondary Phone:

Contact Email

#### Secondary Contact

First

Last:

Email:

#### Ribbon Cutting Date Information:

Requested Month:

Secondary Month:

Proposed Advert Title:

Proposed Advert/Business Description:

#### Chamber Cooperative Marketing Options:

- Top 5 E-Blast
- Web Placement
- Twitter
- Facebook
- LinkedIn

- Coupons
- Brochure
- Raffle
- Promotional Partnership
- Blog-Expo

- Promotion at Chamber Events
- Menu Sampling
- Business Briefs
- Calendar Highlight
- Other

Please submit this completed form to [info@manhattanbeachchamber.net](mailto:info@manhattanbeachchamber.net). The Director of Business Development will contact you shortly to discuss details further.