



## **Grand Opening, Open House or Ribbon Cutting**

A ribbon cutting is an excellent opportunity for you to introduce your business to the community and to receive great exposure. Whether your event is simple or elaborate, **remember this is your chance to shine!** There are several steps you should take to ensure your event is a success. The Chamber will be there to photograph the event and submit the ribbon cutting photo to the Village News.

### **Before the Event:**

- Schedule with the Chamber at least thirty days in advance
- The timing of your event is always your choice. We can discuss options.
- Plan your event for Tuesday through Friday.
- Invite customers, potential clients, business neighbors, colleagues, family and/or elected officials.
- The Chamber invites our Ambassadors, Chamber members, Board Members, the Honorary Mayor and Miss Fallbrook and her court.
- The Chamber sends an Email blast to all members prior to the event.
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### **Day of the Event:**

- Provide refreshments and/or entertainment
- No matter what time of day, people generally expect something to eat and drink. It is always recommended for a successful event. Evening events usually include appetizers. Finger food is recommended and they can be as simple or elaborate as you choose.
- For morning events, coffee, juices, fruit and pastries work well.
- For lunchtime events, small sandwiches and other finger foods work well.
- Check with the Chamber or look on the website for a list of members that do catering. It is always encouraged to use Chamber members for all services.

The Chamber will handle the presentation but plan to introduce yourself and any key people from your business. A tour of your facility is always welcome, guided or not. The Chamber will provide the ribbon, scissors and camera. Please consider having giveaways, door prizes, a drawing or discount coupon as part of your special event.

Questions call: Fallbrook Chamber of Commerce  
760-728-5845