

## Red Carpet Ribbon Cutting Ambassador Coordinators

### CHECK LIST

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

PLACE: \_\_\_\_\_

BUSINESS CONTACT: \_\_\_\_\_

COORDINATOR #1: \_\_\_\_\_

COORDINATOR #2: \_\_\_\_\_

- Contact the business to introduce yourself ASAP – no later than two weeks prior to Ribbon Cutting.
- Reply to “all” from Mary Jane’s introductory email to introduce yourself
- Send an email to the business contact using the *Red Carpet Coordinator template* (ask Mary Jane for this email template if you don’t have it.)

Include with this email:

- Red Carpet brochure - **You will find this brochure on the Chamber’s website > membership > committees.**
  - Red Carpet logo images for the business to invite people to the Ribbon Cutting. (Ask a sub committee member for these images if needed.)
- Not necessary but try to schedule a day/time to meet with business contact in person (or over the phone) to go over the Ribbon Cutting brochure and discuss all the details involved with planning for a Ribbon Cutting
  - Contact the business on the Monday before the Ribbon Cutting. Follow up with any questions or concerns.
  - Arrive early to the Ribbon Cutting. Don’t forget to use the Red Carpet car flag and wear your Red Carpet name tag
  - Send a thank you card after the event (include your business card and promote your business!)