



EVENT CONFIRMATION:

Date

Time

Your Red Carpet Committee Representative is:

Name

Phone

Email

A Red Carpet Opening will help you...

- 1 Expand your business presence and awareness in the community.
- 2 Expose your business to community business leaders.
- 3 Let our community know what you do and how well you do it.

Chamber Mission:

To make the greater Cheyenne area a more prosperous and quality community.

www.CheyenneChamber.org



Who will attend my Red Carpet Opening?

- Approximately 20 business leaders from the Red Carpet Committee.
- The committee is highly visible due to the bright red attire.
- We also encourage you to invite your own clients, colleagues and friends to attend.

Should I advertise my Red Carpet Opening?

- Yes, promote your Red Carpet Opening! Invite customers, family and friends and promote it through your business' communication channels. Your Red Carpet Coordinator can promote your event through social media and the Chamber will promote through website and email invitations.
- After your opening, a picture and a description of your business will be uploaded to your Member Information Center as well as on Chamber social media.

What are the long-term benefits of my Red Carpet Opening?

- You will meet many business leaders who may become customers and advocates for your business. Ambassadors celebrate business with you and business leaders utilize account page to engage with Chamber Partners.
- You will receive recognition as a Chamber member throughout the community.
- Chamber members tend to do business with other Chamber members. Therefore, your Red Carpet is an opportunity to expand your customer base with a strong group of business professionals.
- The Red Carpet committee provides incredible networking opportunities and offers a vast amount of resources.

What should I expect at my Red Carpet Opening?

- You will be introduced and then given the opportunity to speak about your business, promote new products or special and introduce staff members. Your introduction will be streamed live on the Chamber Facebook page.
- An official Ribbon Cutting will take place and will be photographed.
- Businesses usually provide light refreshments such as fruit trays, cookies, doughnuts, juice and/or coffee at their opening.
- If you need a location to host a Red Carpet Opening, contact a Red Carpet Ambassador.

What if I want to join the Red Carpet Committee?

- The committee is always happy to accept new members.
- All openings are open to the public.
- Along with weekly Red Carpet openings (typically on Thursdays), the committee meets on the third Tuesday of the month.
- Dues for this committee are \$75 per year.
- Contact Mary Jane Strickland to join the committee or receive more information by calling 307-631-1041 or maryjanes@cheyennechamber.org.

What should I do after my Red Carpet Opening?

- Connect with the Greater Cheyenne Chamber Facebook page to view, tag and share your Red Carpet Photo.
- Feel Free to send Thank You Cards to the attendees to establish your networking and follow up communications.
- The Chamber offers a customizable account page that your business can update contact info, promote specials, post job openings, events & news releases and manage your Chamber account. Go to www.CheyenneChamber.org to access your account. If you need assistance or would like more information, contact the Chamber at 307-638-3388.