

How to Host a Successful Ribbon Cutting Ceremony

The Chamber would be delighted to help your business celebrate with a Ribbon Cutting Ceremony if your company is a current Chamber member, in good standing and has:

- Joined the Chamber within the last six months
- Changed ownership
- Moved to a new location
- Has been remodeled or expanded at its present location
- Become a new Chamber member
- Major Anniversary

A Ribbon Cutting Ceremony is an important part of your overall marketing and advertising plan and is a great way to kick-off a grand opening of a business. It offers an opportunity to meet key leaders in the community and get acquainted with your neighbors and Chamber members.

Scheduling a Ribbon Cutting with the Chamber should take place a minimum of two weeks ahead of the event to allow the Chamber time to invite members. They are typically scheduled for the 1st and 3rd Thursdays between 4-5 pm.

Chamber Staff Members will help to make things go as smoothly as possible by:

- Notifying the Chamber's Board of Directors and Ambassadors, City Dignitaries, Chamber members and encourages them to attend your event.
- Putting you in touch with other Chamber businesses that can provide catering, deli and beverage services and publicity.
- Bringing the scissors & ribbon and take pictures at the appointed time.
- Including a photo and acknowledgment of your ribbon cutting to the local newspapers as well as on our web site.

There is no charge for the Chamber's involvement—it's a value-added benefit of being a member. People generally anticipate spending about a half hour at the ceremony, so be prepared with collateral materials.

Checklist for a Successful Ribbon Cutting

Call the Chamber at 816-630-6161 to schedule the ceremony.

Who should I invite?

Neighbor businesses
Existing customers
Suppliers to your trade
Prospects
Personal friends and family

What should I serve? Options to choose from

Prepare your own
Hire a caterer
Champagne, wine, soft drinks
Hor d'oeuvres

How can I promote my business to people attending?

Drawings or door prizes
Certificates or coupons
Collateral materials: cards, brochures, literature