



TIPS FOR A SUCCESSFUL RIBBON CUTTING

The More the Merrier...

While the Sauk Prairie Chamber invites Chamber Ambassadors and staff, we encourage businesses to invite clients, vendors, neighboring businesses, family and friends to ribbon cuttings. This is not only to have a large gathering for the ribbon cutting photos, but it also enables the business to showcase its many assets.

Celebrate and Decorate...

Celebrate this great event by having festive décor – balloons and company signage not only draws attention to your business, but it also brings a celebratory spirit to the ceremony and makes it easier on attendees to locate your business.

Chips, Dip and Everything In Between...

We encourage member businesses to have refreshments, snacks, cake, etc. for attending guests. This also adds to the flair of the event!

Open Up...

Give guests a brief tour of your company and explain its function. You may never know what this can do for making business contacts in the future.

GRAND OPENING/RIBBON CUTTING REMINDERS

- Weekday events are easier to draw attendance
- It is beneficial to send out a press release
- Send out mailed invitations at least two to three weeks in advance and follow up with an email reminder the week of the event
- Contact the Sauk Prairie Chamber at least two weeks in advance of the event to arrange for a speaker or to discuss any questions or concerns regarding the event
- We recommend that you reach out to elected officials to invite them to your event

For more information, MaCall Tourdot, Tourism Promotions Director
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