



## **Ribbon Cutting Guidelines- *Beginning July 1, 2018***

A Ribbon Cutting ceremony is an important part of your overall marketing and advertising plan and is a great way to kick off your membership with the Chamber, a grand opening or relocation of a business. The ribbon cutting signifies your welcome as a new business or a new chamber member and is a part of your free benefits as a member.

### **GUIDELINES**

- All ribbon cutting applications must be received **2 weeks prior** to the requested date of the event for marketing purposes
- Ribbon Cutting Ceremonies are held **Monday-Friday** at recommended times of **9:00 a.m., 11:00 a.m. and 2:00 p.m.** (Subject to availability of chamber schedule)
- A ribbon cutting must be held within the **first 3 months of Chamber membership**
- A chamber member can request a ribbon cutting for the following significant events: Business Grand Opening, New Chamber Member Celebration, and Relocation of Business
- All cancellations must be received no later than 1 week prior to the event

### **WHAT DOES THE CHAMBER DO FOR MY RIBBON CUTTING?**

- The Chamber will list your ribbon cutting on the [events calendar page of our website](#) and include in the calendar section of our weekly E-Newsletter (published on Wednesdays)
- The Chamber will send a dedicated ribbon cutting e-invitation to all chamber members, our Ambassadors, Chamber Board of Directors, Local Elected Officials & media. Although the media and elected officials will receive notice of the event we cannot guarantee they will attend
- The chamber will provide specialty scissors and a Chamber green ribbon for use during the ceremony
- A Chamber representative will be on hand at your event to offer congratulatory remarks and take photos for publication
- The Chamber will go Facebook Live during the event and photos of the event will also be published on social media following your event

- A commemorative photo will be printed and delivered to your business after the event

### **WHAT DO I NEED TO DO FOR MY RIBBON CUTTING?**

- Complete the online [Ribbon Cutting Application](#)
- Confirm your date and time with the Chamber
- Prepare your remarks for the event
  - Pro-Tip: Make sure you have something to say. Keep your comments engaging & informative. Introduce your staff, offer a facility tour, etc.
- We encourage you to invite friends, family, colleagues, etc. to celebrate this momentous occasion
- Please be respectful of others time and begin on time. Many of the attendees of the ribbon cutting events are Ambassadors, the Chamber's volunteer group, and they often leave work to support your organization. Please be aware that the time of your event is published in the member communication and on the Chamber's website and many attendees will depend on your promptness

If you have any questions, please contact Robin Tabor at (270) 885-9096 or [rtabor@christiancountychamber.com](mailto:rtabor@christiancountychamber.com)