



**Casselberry**  
CHAMBER OF COMMERCE  
*Promoting Prosperity*

# Ribbon Cutting Ceremony

## *Application for Chamber Sponsorship*

A ribbon cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business that has opened within the last six months. It can inaugurate a business's first day of business or it can take place weeks after the business's soft opening.

Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity. The ceremony gives the business owner or manager a chance to say a few words to those gathered. Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does.

To make the most of this special celebration, assure availability of the Chamber staff, and avoid conflicts with other Chamber programs or functions, please schedule your event with the Chamber as early as possible. Remember, the earlier you contact us, the better

### Requirements:

- Only current Chamber member businesses who are in good standing are eligible to host a Ribbon Cutting Ceremony.
- Only businesses that have recently opened, been remodeled, relocated or are under new management / ownership are eligible to host a Ribbon Cutting Ceremony.
- We encourage you to contract with current Chamber members to supply any food, beverage or other desired services for the event. Of course, you are free to work with the vendors of your choice, but please understand that we cannot allow non-member businesses any promotional benefits or recognition at the event. The Chamber staff can supply you with the names of member caterers, florists and other service providers at your request. It is important to note that when you are soliciting items for your event, you are encouraged to introduce yourself as a fellow chamber member. However, when doing this, you are not acting as the Chamber's agent and therefore cannot represent yourself as soliciting on our behalf.
- Applications must be submitted at least a month in advance to take advantage of announcements at our other Chamber events, and to be adequately spotlighted in our weekly newsletter. Greater advance notice is highly encouraged.
- Provide the Chamber with a high quality logo, and a 100-150 word business summary or promotion to be used in our Chamber Newsletter and during Chamber events. These are required at the time of the application submission.

### Host Responsibilities:

- Tables, chairs, waste bins and restroom facilities.
- Ample parking or arrangements made for such.
- Any advertising that will include the Chamber name and/or logo will need to be approved by the Membership Committee.
- Print and send invitations to non-chamber members such as neighboring businesses, existing customers, suppliers to your trade, prospects, personal friends & family.
- Refreshments, drinks, door prizes, and decorations are optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting.

- Organize a separate PR campaign. If you would like to invite the general public, you should explore other advertising avenues and/or consider sending a press release to the local media. You can do this yourself or hire a marketing company to help you with this. The Chamber can provide you with a list of the local media contacts and a membership directory to locate a marketing firm.
- Coordinate an agenda with the Chamber ambassador to ensure a smooth ceremony. Prepare recognitions and speeches in advance.
- Have fun. This is a great opportunity to really show the community who you are and what your business is about.

**Chamber Responsibilities:**

- Announce the ceremony at monthly Chamber events leading up to the ceremony
- Check the date for conflicts with other Chamber and city events.
- Publish the event in the weekly Chamber newsletter.
- Assign a Chamber ambassador to act as a liaison for obtaining supplies.
- Provide a Master of Ceremonies (MC) for the event.
- Provide a welcoming statement and recognition of the host.
- Provide an RSVP service for all prospective guests to use.
- Provide ceremonial Ribbon Cutting scissors.

**Application:**

Business Name:		
Address of Event:		
Primary Contact:	Opening / Relocation / New Ownership:	
Contact Phone:	Preferred Date:	Alternate Date:
Contact E-Mail:	Event Start Time:	Event End Time:
Business Summary / Promotional Copy: <i>(This material will be used in our advertising to promote your business)</i>		

