



GUIDELINES FOR HOSTING A SUCCESSFUL RIBBON CUTTING

Hosting a Ribbon Cutting Ceremony is a great way to kick-off a grand opening of a business.

If your organization:

- Opened its doors in the last 12 months
- Changed ownership or is under new management
- Has moved to a new location or expanded/remodeled at its present location

Then, the Chamber would be happy to assist in a Ribbon Cutting Ceremony. The guidelines below will help prepare you for the event.

Select a Date & Time – **Three week advance** notification to the Chamber is required. For locations outside of Tulare City limits joint participation from at least one other area Chamber is required. For optimum attendance we suggest scheduling your ceremony between *Tuesday-Thursday after 5:30 pm*. Please refer to our website calendar when considering dates & times.

Create Your Invitation – As the host, your invitation should outline what can be expected at the Ribbon Cutting. Is there a decoration theme? Are you providing raffle? Or will there be a special give away item? Will there be music? Share information of unique aspects of the event to draw more attendance. Send the invitation information to Chamber staff prior to event for maximum publicity.

Let People Know - Invite your potential & current customers, suppliers, employees, families, neighboring businesses and anyone else you can think of.

Provide Hors d'oeuvres & Drinks – This is a great addition to any gathering, but is not required. Planning can be as elaborate or as simple as you like, whatever fits your budget. If the menu will be a focal point, that should also be part of the invitation information. If your business is a restaurant, the menu should definitely be the highlight. The drinks can be whatever is comfortable for your place of business, but if you are highlighting anything in specific that should be part of the invitation.

Prepare and Request Raffle Prizes – Requesting raffle prizes from other business, as well as your own, offers visibility and encourages active participation for all attendees. Collect business cards of attendees at the door making it easier to conduct the raffle.

The Tulare Chamber of Commerce will:

- Notify the membership of the event through our emails, newsletter, website calendar, and Facebook.
- Assist your company in collecting business cards at the door & conducting the raffle. As well as any other assistance that may be needed.
- The Chamber will say a few words, welcoming your business to the community.
- Invite Elected Officials, Dignitaries, and City Officials if requested.
- Assist with composing and distributing a Press Release if requested.

Expectations for Hosting a Ribbon Cutting

- Attendance varies among Ribbon Cuttings. **Attendance is based on your guest list.**
- Be prepared to say a few words of welcoming and thanking people for attending.
- Choose a location for official Ribbon Cutting photo and decide who will be in the photo.



Ribbon Cutting Request Form

Email this form to rsouza@tularechamber.org or fax to (559) 686-4915

Company Information

Company Name: _____
Contact: _____
Physical Address: _____
Phone Number: _____ Fax: _____
Email Address: _____
Web Address: _____

Preferred Dates

First Preference: _____ Time: _____
Second Preference: _____ Time: _____

For planning and marketing purposes, Ribbon Cuttings should be scheduled at least **3 weeks** in advance. After this form is received, you will be contacted by a Chamber representative to discuss the details of your event. Once your Ribbon Cutting is approved, you will receive an emailed copy of this form for your records. Please contact the chamber at rsouza@tularechamber.org (559) 686-4915 with any questions.

FOR CHAMBER USE ONLY

CHAMBER APPROVAL

Ribbon Cutting is approved for: _____ Date: _____ Time: _____

Signature

Date