

Mississippi Gulf Coast Chamber of Commerce, Inc.



U.S. Chamber of Commerce Accredited ★★☆☆

Ribbon Cutting Application and Information

We very much look forward to highlighting your business with a ribbon cutting. Ribbon cuttings are an exclusive benefit for members of the Mississippi Gulf Coast Chamber of Commerce. One ribbon cutting/ground breaking event is available over a 12-month period per member. Additional events available for a fee.

Please note that the Chamber will be the one facilitating this event and one of our staff will be saying a few words to start the ceremony. In addition, if city officials are present, we give them the opportunity to speak on behalf of the city. We would love for you to say a few words as well, but please know this is not required but simply a wonderful marketing opportunity for you.

We look forward to seeing you with golden scissors in your hand!

1.) Business Name _____

2.) Contact Name _____ Email _____ Phone _____

3.) Provide at least 2 potential dates and times for ribbon cutting (must be at least 3 weeks from submission of application)

Ceremonies are scheduled Monday - Thursday between 10:00 a.m. & 4:00 p.m., and Fridays between 10:00 a.m. & 1:00 p.m.

a. Date _____ Time _____

b. Date _____ Time _____

c. Date _____ Time _____

4.) Physical location for ribbon cutting

Address _____ City _____ Zip _____

5.) Does anyone from your organization plan to speak at this event? Yes _____ No _____

If yes, provide Name _____ Title _____

6.) Do you plan to have refreshments at your ribbon cutting? Yes _____ No _____

Please note, this is not required but we can help advertise if you plan to provide.

7.) Do you plan to have prizes or giveaways at your ribbon cutting? Yes _____ No _____

Please note, this is not required but we can help advertise if you plan to provide

8.) Is this a joint ribbon cutting with another Chamber organizations? Yes _____ No _____

Return completed form to info@mscoastchamber.com at least 3 weeks prior to the date you wish to hold your ribbon cutting event. Questions? Call (228) 604-0014. Attached is a copy of the Mississippi Gulf Coast Chamber of Commerce's Ceremonial Guidelines which outlines what to expect during the planning of and at the ribbon cutting.



CONNECT



INFORM



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Ceremonial Event Guidelines

228.604.0014 | mscoastchamber.com

11975 Seaway Road | Gulfport, MS 39503

The Mississippi Gulf Coast Chamber of Commerce, Inc. provides each business member one ribbon cutting, groundbreaking, relocation, or grand opening ceremony as an exclusive member benefit at **no additional cost**. The success of your event can directly impact your business' potential.

Here are simple guidelines to assist in the planning and coordination to ensure the success of your event.

Set a Date

Ceremonies are scheduled *Monday through Thursday between 10:00 a.m. and 4:00 p.m.*, and *Fridays between 10:00 a.m. and 1:00 p.m.* In order to set a date for your event, the Chamber will need at least a **3 week notice**. *Every attempt will be made to schedule your event on your requested date*; based on availability. The scheduled time of the event should be the time of the actual ceremony. In order to maximize exposure for your company, the Chamber prefers to schedule no more than two ribbon cuttings within the same week.

Contact: Rose Dellenger at 228-604-0014 or info@mscoastchamber.com

Get the Word Out

Once the date is confirmed, promotions will appear on the Chamber's website under Calendar of Events, posted on our Facebook page at least one week prior to event, and distributed in the Upcoming Events email blasts. These promotions will be exposure to approximately **5,000 contacts**. A JPEG formatted invitation may be emailed to info@mscoastchamber.com to be added to the Mississippi Gulf Coast Chamber of Commerce Calendar of Events as well. Also, a personalized invitation will be sent to city officials, Chamber Champions and to the Board of Directors according to your geographical location. Additionally, you may want to consider purchasing a promotional ad for further publicity.

Although we will be promoting the event for you, we encourage you to share and promote your ribbon cutting with your contacts as well. Below are some sample posts you could share with your contacts on your social media platforms. Feel free to edit as necessary. We encourage you to post these with a flyer, logo, and/or a link to your event page or website in order to get maximum exposure.

- Save the date for our ribbon cutting on **(insert date here)** at our location. Help us celebrate by coming out from **(insert time here)**. We hope to see you there.
- Join us to celebrate our ribbon cutting from **(insert time here)** on **(insert date here)**!
- Don't forget to stop by our location to celebrate our ribbon cutting on **(insert date/time here)**. We hope you can join us!
- Enjoy refreshments and networking as we celebrate our ribbon cutting ceremony on **(insert date/time here)**! Come out and support!

Ceremony Checklist

- Ribbon and Scissors** – The Chamber will provide the ceremonial ribbon and scissors.

- Photography and Social Media** - A Chamber staff member or Chamber photographer will take a photo for publicity but we strongly encourage you to take pictures for personal use. Photographs of your event, taken by the Chamber, will be published on the Chamber's website and social media. Chamber staff will also utilize Facebook Live.

- Media** – You may consider contacting local media with the details of your ceremony at least one week prior to event. See Media email list below.

- Refreshments** – Consider providing refreshments at your event as a thank you to those who attend. Having food or beverages also encourages people to network in your business after the ribbon is cut. Do note, this is encouraged but not required.

- Attendance** – There is no guarantee of number of attendees. The average guest attendance is 15 – 30 guests. The Chamber suggests that you create invitations to send to colleagues, friends, family, and clients at least one week in advance.

- Giveaways and Door Prizes** – You may consider having giveaways and door prizes in order to attract additional guests. We suggest that you inform the Chamber of these prizes so that information can also be included in the promotions. Do note, this is encouraged but not required.

Media List

business@sunherald.com

producers@wlox.com

news@wlox.com

allwloxnewsproducers@wlox.com

newsrelease@wxxv25.com

promotions@wxxv25.com

editor@gazebogazette.com

msnews@themississippiexpress.com

news@biloxi-diberville-press.com

features@smliving.net