

Mississippi Gulf Coast Chamber of Commerce, Inc.



Ribbon Cutting/ Ground Breaking Guidelines

The Mississippi Gulf Coast Chamber of Commerce provides each business member one ribbon cutting, groundbreaking, relocation or grand opening ceremony as an exclusive member benefit at no additional cost once per 12 month period. Listed below are simple guidelines to assist in planning, coordination and the success of your event.

Set a Date:

The Chamber will need at minimum a **three week notice** in order to set your date for your event in order to effectively market your event and effectively assist you with staff and support. Ceremonies can be scheduled Monday-Thursday, 10 a.m. – 4 p.m. and Friday, 10 a.m. – 1 p.m. Every attempt will be made to schedule your event on your requested date (s) based on availability. The scheduled time of the event should be the start time of the ceremony. To maximize exposure, the Chamber prefers to schedule no more than 2 ribbon cuttings per week.

Get the Word Out:

Once confirmed, the event will be listed on the Chamber Calendar on mscoastchamber.com, shared as an event on the Chamber's Facebook page and shared in weekly newsletters. In total, your digital exposure has the potential to reach 5,000 contacts and 7,500 social media followers. We personally invite city officials, Chamber Champions and Board of Directors (based on your location). After the completed application has been sent to Rose Dellenger at info@mscoastchamber.com, a check list will be sent to you including a media contact list.

Social Media:

We encourage you to work with us by inviting people to attend your event on Facebook. The Chamber will create a Facebook event on your behalf. If your organization is active on social media, your account will receive a notification requesting you to co-host the Facebook event. Graphics/flyers can be sent to heidi@mscoastchamber.com. The image must be saved in JPEG or PNG format. Constant Contact images and pdf documents are not usable.

Please submit your organization's completed application to Rose Dellenger at info@mscoastchamber.com or call

228-604-0014.

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Ribbon Cutting/Ground Breaking Application

Ribbon cuttings are an exclusive benefit for members of the Mississippi Gulf Coast Chamber of Commerce, Inc. Members are given one ribbon cutting/ground breaking event per 12 month period. This event will be facilitated by Coast Chamber staff. One staff member will give opening remarks. Staff members will also provide photos and video to be shared on social media. You have the opportunity to say a few words at the ceremony, but it is not required. This is your opportunity to speak in front of potential clientele.

- 1) Business Name _____
- 2) Contact Info: _____
- 3) Three potential dates and time for ribbon cutting/ground breaking: _____

Ceremonies are scheduled Monday-Thursday, 10 a.m. – 4 p.m., and Friday, 10 a.m. – 1 p.m.

- a. Date _____ Time _____
- b. Date _____ Time _____
- c. Date _____ Time _____
- 4) List the physical address for your ribbon cutting/ground breaking:
Address- _____ City- _____ Zip Code- _____
- 5) Will anyone be speaking from your organization at the event? Yes___ No___
If yes, please provide name: Name _____ Title _____
- 6) Do you plan to have refreshments at your ribbon cutting? Yes___ No___
This is not required. We can help provide advertisement if you plan to provide.
- 7) Do you plan to host a drawing or give away prizes at the event? Yes___ No___
This is not required. We can help provide advertisement if you plan to provide.
- 8) Is this a joint ribbon cutting with another Chamber organization? Yes___ No___
If yes, please list the name of the organization here: _____
- 9) Is your organization active on social media? Yes___ No___ **If yes, please check all that apply:** Facebook___ Instagram___ Linked In___ Twitter___