

**110 Phoenix Street, Greenwood SC 29646**

**864-223-8431**

**‘Ribbon Cutting Ceremony’ Request Form**

Please contact the Chamber of Commerce, Member Services by calling 864-223-8431

Or emailing this completed form to: jody@greenwoodscchamber.org

**Business Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Event Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date Requested\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time Requested\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **By checking this box -I acknowledge the potential of the upcoming event, I am prepared to leverage this occasion to highlight my business offerings and ensure a memorable experience for all attendees, thereby enhancing my business's visibility and reputation.**

*\* Subject to Greenwood Chamber of Commerce availability and approval.*

Some ribbon cuttings are simple, with the owner saying a few words thanking the attendees for coming and then cutting the ribbon. Others are more in depth with structured tours, door prizes, and several people giving short speeches before the ceremony.

See attached forms to guide you in planning your event.

Ribbon Cutting

**Details**

**This is your event- at your business –**

**Showcase the best of what you do!!**

Your Ribbon Cutting Ceremony represents an important day for your business. **Celebrating a New Business!! Groundbreaking!! Anniversary!! Grand Opening!! New Location!!**  Take the time to review the information and plan accordingly to ensure that all your bases are covered. We want to help you have the celebration that you want it to be!

The Greenwood SC Chamber will provide the following:

* Red Ribbon – Chamber Ribbon & Cutting Ribbon
* Large Scissors
* Invitation to Chamber mailing list via email
* FB event
* Social Media post with invitation before the event
* Social media post after the event
* Staff photographer for photos during the event
* Separate email invite/reminder- to chamber staff, board members, ambassadors as well as a few local officials.
* Submission of photo and cutline to The Connector with the Index-Journal (we cannot guarantee publication)

**Please see guidelines below to assist in planning your event**:

**Setting your date:**

**Select a date at minimum THREE (3) weeks in advance.**

The Chamber will schedule Ribbon Cuttings Monday-Thursday 9:00AM and 3:00PM Friday (9:00am -12 noon) These times provide the best attendance from our local officials, dignitaries, and Chamber Ambassadors.

**Check for conflicts with other events.** Check the Chamber Calendar, the newspaper, school etc. for conflicts with your date.

**If your location is under construction**, consult your contractor and construction team before setting a date. Ribbon Cuttings are best when you are ready to showcase your business, not when it is still under construction. *(some exceptions: i.e. groundbreaking celebrations.)*

**Planning an outdoor event? watch the weather** choose an alternative ‘rain location or date’.’

**Parking –** Be sure to let your neighbors know about your event and if there are concerns about parking be sure to let us know where to park – ‘Park Here’ signs may be needed.

Planning Your Special Day!

**Timeline:**

* **3-4 weeks prior:**
	+ Provide the Chamber with your preferred date & time. (see request form)
	+ Advertising material emailed to the Chamber – your invitation & your logo graphics
		- ‘Save the Date’ teaser (optional)
		- Flyer with all pertinent information regarding your event. If you need assistance with this, please contact our communication & marketing staff.
	+ Plan your event. This is a celebration as well as an opportunity to bring people to your door.
	+ Be ready to showcase your establishment. Give tours, small favors, small bites of food.
	+ Determine your audience. If you choose to have guest speakers or a more intimate vibe? You decide how you can benefit the most from this opportunity.
* **1-2 weeks prior**
	+ Determine details regarding a planned schedule of events or special timing of the ribbon cutting.
	+ Determine who will hold the scissors and cut the ribbon. *Photos are taken at this time*.
* **Day prior to event date:** Communicate with all involved to avoid last minute no shows!

**Things to Think About**: Below are suggestions based on experiences. And some shared tips from past Ribbon Cutting celebrations! Have fun planning and be sure to contact us to confirm your date.

**Invitations:**

**Type of invitation:** The Chamber will send a copy of your invitation via email invitation through email blasts and post it on their event page. Any other invitations are the responsibility of the business owner/manager of the event.

**RSVP request-** your online invitation can be linked to a registration site if requested. Contact Amaam@greenwoodscchamber.org for more information.

**Consider additional methods of getting the word out,** such as signs, marquees, websites, newsletters, or posters. If you choose to mail invitations, be sure to mail them out 2-4 weeks prior to the event.

**Your guest list** can include many varied individuals, from family and friends to staff; clients; business associates (such as your advisors, and other professionals); neighboring businesses; volunteer associations; community leaders; elected officials; and the media. The Chamber will send your invitation to all members, as well as elected officials via email & social media. It is good for you to let the city office and event planning know as well.

**Plan Activities**

**You may decide to hold a ribbon cutting with or without other activities, or with just for a few of your closest friends and benefit from the advertising and recognition. This is still an event! Show appreciation to those who do attend. Have a refreshment and a reason to come back!**

**You are leaving a first impression -make it a good one!”**

**Take advantage of this opportunity -** This is the time for you to showcase your business and demonstrate what you do. Do tours of your business, give out return gift coupons, punch cards, discount today only! Do whatever it takes to get those attending to have a good impression of your business.

**Get ‘word of mouth’ advertising,** They want to come back….Let them know something unique – people like to be the first to know😊 …. they will tell everyone about your business… or let them know to send people your way as you are offering this special all week…” Get the point??

**You may wish to include other activities**, such as tours of your facility, exhibits, recognition of dignitaries, music or other entertainment, a raffle, giveaways and door prizes, or refreshments. You may also want to have available handouts of frequently asked questions, advertising brochures, and business cards.

**If groundbreaking –** You may need to provide safety items;such as hard hats or goggles. If necessary, secure or rope off unsafe areas.

**Refreshments are important - They can be** simple or elaborate. Every ribbon cutting should include a refreshment (food item & drink) for those attending.

If you are a restaurant provide food samples and maybe a discounted menu for the day. This is an amazing opportunity to let them know about your favorite dessert or something you have that is realistic to have premade easy to serve and something they can come and have again and again😊

**\*\***Give those who come to the ribbon cutting – a discount coupon, a copy of your services, something special so they know they were appreciated. –plan accordingly. Some businesses have a big attendance but most do not.

**Ceremony & Program**

**The actual ceremony is usually brief (no more than 20-30 minutes, sometimes less)** and should be planned ahead with regard to speaker order, the actual ribbon cutting, and any other activities you plan to include.

**If you plan to speak during your event or include guest speakers,** Be sure they are aware and prepared -give them a time frame for how long they can speak. This is typically very brief, 2-3 minutes per speaker.

Be sure all speakers are aware and prepared -They know how long they can speak.

**If this is a big event with several speakers - Have a schedule of events planned.** Usually, the presentation is first and then the ribbon cutting followed with tours and refreshments.

**The Ribbon Cutting** – decide who will cut the ribbon and notify them in advance. Have the person who will have the scissors and any other people you want in your photo planned. I can be a few select or everyone in attendance, The location inside or outdoors, what will you want behind you. Your store front signage – will the sun be in your eyes?? Etc.

The Greenwood SC Chamber of Commerce provides the large scissors and ribbon to be used during the event at no additional cost.

**You may want to have your staff only or all in attendance join in on a countdown of the actual cutting.**

**Media**

**Do you want a professional photographer?** (The Chamber does provide a staff photographer, hiring a professional is optional.

**After the event,** the Chamber will submit a photo on your behalf to the Index-Journal. (The chamber cannot guarantee publication.) You are encouraged to submit your photo to any relevant newsletters and media sources as well.

**Designate Coordinators for Tasks**

**To ensure your event goes smoothly,** be sure that everyone knows their tasks in advance.

**If you offer tours**, brief your guides in advance so they can answer visitors’ questions quickly and accurately.

**After the event,** the Chamber will submit a photo on your behalf to the Index-Journal. (The chamber cannot guarantee publication.) You are encouraged to submit your photo to any relevant newsletters and media sources as well.

**Consider sharing** **your photos/videos by posting them online**, including them in a newsletter, or using any other appropriate means of getting your news out.

Congratulations!!!

From your Greenwood Chamber of Commerce Staff 864-223-8431