



## Ribbon Cutting Events - FAQ

### What is a Chamber ribbon cutting?

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 an organization's first day of business, or it can take place weeks after the business' soft opening. A ribbon cutting can also take place for a milestone anniversary.

The ribbon cutting marks a very significant moment in the business and is a great photo opportunity. The ceremony gives the business owner or manager a chance to say a few words about the business and publicly thank their financial backers, employees, their friends and family, and/or their business partners.

### Who qualifies for a ribbon cutting?

You must be a new or current Chamber member in good standing (dues are current) for the Greater Houston LGBT Chamber of Commerce to participate in your ribbon cutting event. The Chamber is available to assist with your ribbon cutting event if your business has:

- Opened a new brand, location, or franchise (within the past six months)
- Moving into a new building
- Celebrating a milestone business anniversary or event (e.g., millionth customer designation)
- Reopening a business under new management or after a devastating event (e.g., fire)
- Ground breaking
- Other circumstances on a case-by-case basis

### What are the benefits of a ribbon cutting?

By hosting a ribbon cutting, you can:

- Introduce both the public and Chamber members to your business
- Raise the profile of your business as an LGBTQ+ inclusive and supportive business
- Familiarize the public and Chamber members with your product/services
- Familiarize the public and Chamber members with your physical location
- Increase customer base
- Generate leads and sales from attendees

### What are the ribbon cutting event options? Is there a fee associated with ribbon cuttings?

Ribbon Cuttings are conducted for members **only** as a membership benefit. The fee for ribbon cuttings varies by member level. Please review the ribbon cutting event options below and complete the [Ribbon Cutting Reservation Form](#).

## Ribbon Cutting Options

Type of Ribbon Cutting	Member Commitment	Event Commitments
<p><b>Option 1 – Existing Chamber Event</b></p> <p>Ribbon Cutting as part of Chamber monthly signature event.<sup>(i)</sup> <a href="#">Event sponsorship</a> is required.</p> <p><b>Note: This option is subject to Chamber event availability based on the Chamber’s event calendar. The Chamber will confirm event availability.</b></p>	<p><b>President’s Circle &amp; Executive Level</b> – No ribbon cutting fee + <a href="#">cost</a> of event sponsorship.</p> <p><b>Business Premium, Business Plus &amp; Business Connect levels:</b> \$350.00 ribbon cutting fee + <a href="#">cost</a> of event sponsorship.</p>	<p>The Chamber will organize the event and promote the ribbon cutting as part of the promotion of the monthly signature event. Member business will receive event sponsorship recognition and advertisement of ribbon cutting. In addition, the Chamber will provide an event photographer.</p> <p>Member business will invite guests to participate and promote the event.</p>
<p><b>Option 2 – Stand-Alone Ribbon Cutting Event</b></p> <p>The Ribbon Cutting Event will be a stand-alone event with the member business that is not associated with an existing Chamber event. This option can be combined with a member business planned event.</p>	<p><b>President’s Circle &amp; Executive Level</b> – No ribbon cutting fee.</p> <p><b>Business Premium, Business Plus &amp; Business Connect levels:</b> \$500.00 ribbon cutting fee.</p> <p>The member business will incur the event costs for stand-alone ribbon cuttings including food &amp; beverage.</p>	<p>The Chamber will promote the ribbon cutting event to members through the event calendar, newsletter and social media and prepare the ribbon cutting program. In addition, the Chamber will provide an event photographer. The Chamber will share ribbon cutting photos via Facebook photo album.</p> <p>The member business will handle all event logistics/coordination, food &amp; beverage, graphics/invitation and provide information necessary for the Chamber to promote the event to members.</p>
<p><b>Option 3 – “Side Event”</b></p> <p>The Ribbon Cutting Event will be held as a “side event” to a Chamber event.</p> <p>This is a good option for members that do not have a physical office (e.g., home based business)</p> <p><b>Note: This option is subject to Chamber event availability based on the Chamber’s event calendar. The Chamber will confirm event availability.</b></p>	<p><b>President’s Circle Level &amp; Executive Level</b> – No ribbon cutting fee.</p> <p><b>Business Premium, Business Plus &amp; Business Connect levels:</b> \$350.00 ribbon cutting fee.</p>	<p>The Chamber will provide the member business the opportunity for a ribbon cutting at a monthly signature event before or after monthly signature event program. The Chamber will provide an event photographer. Chamber may promote event as part of the existing signature event*. The Chamber will share ribbon cutting photos via Facebook photo album.</p>

<sup>(i)</sup>Based on event availability. <sup>(i)</sup>At Chamber’s discretion

## How does the Chamber assist with the Ribbon Cutting event?

The Chamber will assist you with your event by including:

- Your ribbon cutting announcement on the Chamber's Events Calendar (for stand-alone ribbon cuttings only).
- Your ribbon cutting announcement in the Chamber's monthly newsletter.
- Notify the Chamber Board Members, Ambassadors, and members encouraging their attendance.
- Have a representative of the Chamber provide congratulatory remarks and assist with the preparation of the ribbon cutting program.
- The Chamber will provide the "giant scissors" and ribbon. You have a choice of various colors of ribbon including rainbow.
- Publish photos of your ribbon cutting on the Chamber's Facebook page.
- Arrange for event photographer for the event.
- Provide copies of ribbon cutting event photos approved for your business use.

## Is a ribbon cutting my business event or a Chamber event?

This varies based on the ribbon cutting option (see options above) selected. Depending on the type of ribbon cutting event, the Chamber will promote your ribbon cutting event in various ways. Of course, the Chamber will gladly assist you with the items mentioned above.

While the Chamber will extend the above-mentioned invitations and assist in promotion your ribbon cutting, we strongly encourage you to conduct your own PR campaign to increase the attendance and awareness of your ribbon cutting event. You should also consider inviting your business partners, financiers, contractors, employees, customers, friends, and family to be with you to celebrate this momentous occasion in your business's history. Please understand that you should not rely solely on the Chamber to attract your audience and the Chamber is not responsible for the ceremony outcome.

## What do I need to do to schedule a ribbon cutting?

To make your event successful, carefully consider the following:

- Schedule your event using our Ribbon Cutting Reservation at least 90 days in advance. Tuesdays, Wednesdays, and Thursdays are usually best days generally not earlier than 9:00 a.m. and avoiding later evening times past 5:00 p.m. unless connected to the Chamber event. We recommend avoiding lunch hour times.
- Email the Chamber, via [info@houstonlgbtchamber.com](mailto:info@houstonlgbtchamber.com), with your ribbon cutting flyer.
- Determine who from your business will cut the ribbon. The owners or top executives most frequently do the honors, but each business is different.
- Your remarks or short speech about your business and thanking everyone who attended.
- Invite everyone you know! Invite your family, friends, past, current and potential customers, business associates (including your accountant, banker, and property owner,) suppliers, your employees, the media, and neighboring businesses.
- Consider having giveaways, especially branded items.
- Food and beverage is not required, but it makes a nice touch. The Chamber is happy to provide you with members who can help you with catering and other event planning needs.
- Prepare to give a quick tour of your business if you would like and be sure to have plenty of brochures or other information available.

## How many ribbon cuttings can I hold per year?

Please see the schedule of [business level](#) member benefits or [corporate partner](#) benefits for more information.

## How can I make sure my ribbon cutting event is as successful as possible?

The Greater Houston LGBT Chamber of Commerce can help you celebrate your significant milestone and offers advice on how to make your event successful. Check out the Chambers' [7 Tips on How to Make Your Ribbon Cutting A Success](#).

## Other details to enhance your event...

**Schedule Your Ribbon Cutting in Advance.** Please schedule your event at least 90 days in advance. This allows you and the Chamber plenty of time to promote your event. The earlier you schedule your event, the more advertising you will have.

**Refreshments and 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.

Complete and return the Chamber's Ribbon Cutting Reservation Form. Please email form to [info@houstonlgbtchamber.com](mailto:info@houstonlgbtchamber.com).

**Please note:** Pre-registration with the Chamber for ribbon cuttings is required with at least 90 days in advance. Events are scheduled based upon availability during business hours only (Monday – Friday, 9:00 a.m. – 5:00 p.m.) unless held in conjunction with a Chamber event.

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How to Get Started? Please review the various ribbon cutting event options and submit your [Ribbon Cutting Reservation Form](#). For more information, contact the Chamber at 832-510-3002 or [info@houstonlgbtchamber.com](mailto:info@houstonlgbtchamber.com).