



Ribbon Cutting

Ribbon Cuttings celebrate meaningful business milestones and mark the exciting moment when doors open, ideas come to life, and momentum begins. These events create a highly visible moment of recognition within the Louisville business community while bringing together business leaders, friends, family, and supporters to share in the celebration.

Beyond the event itself, Ribbon Cuttings extend their impact through professional event photography and Chamber promotion, helping amplify the milestone across Chamber channels and the wider community. The result is both a memorable celebration and a powerful visibility opportunity that helps introduce or re-introduce your business to Louisville.

Eligibility

Ribbon Cuttings are available to new Chamber members at no charge.

Event Format & Timing

- Ribbon Cuttings may be held as part of a grand opening or as a standalone event.
- Stand alone Ribbon Cutting Events typically last approximately one hour but can be adjusted depending on the type of event planned
- The ribbon cutting moment usually takes place at the halfway point of the event.

Member Responsibilities

- Members are strongly encouraged to promote their Ribbon Cutting directly to their own audience, including customers, partners, friends, and family.
- Standalone Ribbon Cuttings work best when light refreshments and snacks are provided by the hosting business and if you plan to cater your event it's always appreciated to use a fellow Chamber member.
- Members understand that attendance is influenced by time of day, location, and type of business.

- No attendance guarantees are made. Typical attendance ranges from approximately 10 to 50 guests.

Chamber Responsibilities

- The Chamber will invite the Mayor, City Council, and Economic Vitality staff. At least one City representative typically attends, though attendance is not guaranteed.
- The Chamber will invite its members, Ambassadors, and Board of Directors.
- The Chamber will create marketing assets and an event listing on our website and share the event on our What Not To Miss Emails and monthly newsletter if there is sufficient notice. This asset will be shared with you to use. **If you have your own marketing materials for the event please share those with us as we will include them in our messaging.** (For example an invite to your grand opening with more information)
- The Chamber will coordinate the ribbon cutting moment and photo.
- The Chamber will share the Ribbon Cutting photo on social media and in the Louisville Loop newsletter following the event, with a link to the member's business.

Ribbon Cuttings are all about recognition, connection, and sharing your good news. While attendance can vary, the celebration shines brightest when members invite their network and help spread the word. Together with Chamber promotion, your outreach helps create a lively, well-supported moment that highlights your milestone and amplifies its impact in the community.

To book contact Membership@LouisvilleChamber.com or call 303 666 5747