



2026 RIBBON-CUTTING CEREMONY PACKET

Congratulations! If you are reading this, you must be celebrating the opening of a new business, an anniversary, or the expansion/relocation of an existing business in the area. We are excited about your success and appreciate the opportunity to help you mark this momentous occasion.

WHAT IS A CHAMBER RIBBON CUTTING?

A ribbon cutting is a ceremonial event, often with oversized scissors, to mark the official opening, re-opening, or grand unveiling of a new business, facility, or product. This serves as a powerful marketing tool for generating community buzz, media attention, and public relations by celebrating a milestone and introducing the venture to the public. We provide these services complimentary to Chamber members who are in good standing. Businesses without a physical location can opt to have the ribbon cutting at the Chamber office, or at a local coffee shop, hotel, etc.

WHAT ARE THE BENEFITS OF HOLDING A CHAMBER RIBBON CUTTING?

A ribbon cutting embarks a new beginning and marks a very significant moment for the business. Creating a good first impression is very important. This event should be a vital component of the advertising and marketing strategies for any new business. It helps to show the public the human side of your organization and makes your brand more relatable. A valuable benefit of a "Grand Opening Ceremony/Ribbon Cutting" is the opportunity to network and connect with people from your community, providing the opportunity to generate potential leads.

WHAT DOES THE CHAMBER DO FOR MY RIBBON CUTTING?

The Greater Anna Chamber of Commerce will gladly invite the Chamber Ambassadors, Board of Directors and local government officials to attend. We will also promote your event through our on-line calendar, Facebook page, and electronic newsletter. We arrive at your location with ribbon and official ribbon-cutting scissors, welcome attendees and introduce the business owner/ representative. We also take photos to share with you.

THINGS TO CONSIDER:

WHO will cut the ribbon? The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.

WHEN will the event be held? We find that Tuesday & Thursday, mid-day over the lunch hour, or early evenings draw the largest crowds.

HOW can you maximize this program? Consider sending a special invitation to your clients, offering a drawing or raffle so you can collect business cards at the event.

THE TYPICAL RIBBON CUTTING EVENT LASTS ONLY 15 -30 MINUTES. Refreshments, drinks, door prizes and decorations are optional, but recommended.

2026 RIBBON-CUTTING REQUEST FORM

- Chamber Ribbon Cuttings must be scheduled at least two weeks in advance.
- Requests will be taken on a first-come basis and will not be considered without this form.
- The Chamber can only host two ribbon cuttings per week.

EVENT INFORMATION

Event Type: Grand Opening Relocation Anniversary Expansion/Renovation

Event Days: Tuesday Thursday

Event Times: 12 pm-12:30 pm 5:30 pm-6 pm

Requested Date: _____

Alternate Date: _____

Company Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Location Address: _____

Description of event (*including special door prizes, event-only offers, etc.*): _____

Who is speaking for your company (*please include names and titles*):

PHOTO REQUESTS

Consider who you want to be in the photo. Typically, owners, executive staff, and/or board members will cut the ribbon.

Who will be holding the scissors? Name/Title _____

The ribbon will be held by ambassadors so the employees and the guest can be in the picture.

Please email or mail this form to: Jenifer Florence
jenifer@greaterannachamber.com
Greater Anna Chamber of Commerce
501 S. Sherley
Anna, TX 75409

Office Use Only: