

# HOW TO: *Host a Ribbon Cutting Ceremony*



THOMASTON-UPSON  
CHAMBER OF COMMERCE

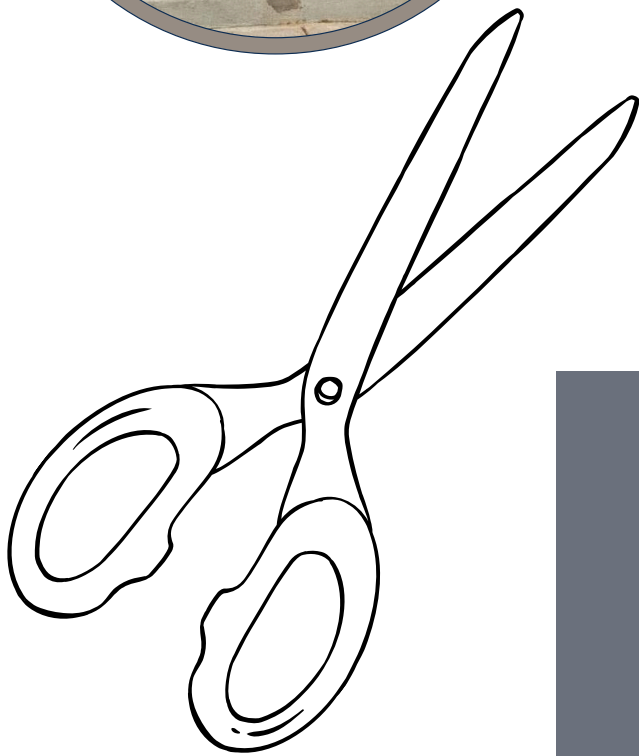
# WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brand-new business, newly renovated business, relocation, groundbreaking, anniversary, or other major milestones for a business.

You must be a current Chamber Member in good standing (dues paid) for the Thomaston-Upon Chamber of Commerce to participate in your ribbon cutting.

## *Benefits of a Chamber Ribbon Cutting*

- Introduce the public & Chamber Members to your business
- Announce your event in the weekly Chamber email
- Listing on the Chamber website
- Familiarize the community with your product or service
- Begin building a customer base
- Full access to professional photos taken by The Upon Beacon
- Ceremony photos posted on the Chamber's Facebook page
- No cost for supplies



# WHAT CAN THE CHAMBER DO FOR YOU?



A ribbon cutting is YOUR event. The Chamber is here to assist you with the following:

- Invite the community. This includes Chamber Board of Directors and our current Chamber Members.
- Inform local media outlets of your event.
- The radio station will broadcast that the event is happening. The Upson Beacon will share the photo with information about your business after the event.
- List your event on our Facebook page and website
- Provide a welcome speech and congratulations
- Bring the BIG SCISSORS and ribbon
- Take photos of your event
- Design promotional image to inform the public of your event
- Be available to assist you with questions
- Begin the Ribbon Cutting ceremony and turn it over to your designated speaker.



# WHAT ARE THE HOST BUSINESS RESPONSIBILITIES?

Your business is the host of this event. Make it yours!

The Chamber is here to help you. However, we strongly encourage you to take some of the following suggestions into consideration. Conducting your own PR campaigns to increase awareness is highly suggested. Please note, you should not rely solely on the Chamber for your audience or event festivities.

- Designate a contact person
- If you have designed a promotional flyer, send it to the Chamber electronically
- If you have NOT designed a promotional flyer, send your logo to the Chamber so we can create one for you!
- Finalize details prior to promoting the event, ensure the Chamber and business are on the same page
- Run ads on social media
- Send email & paper invitations
- Invite clients, employees, friends, family, contractors, and past, present, and future customers
- Order banners and signage, if you choose
- Consider offering branded giveaway items or having door prizes
- Designate a speaker/speakers for the event
- Consider giving guided tours, product demos, etc., if possible
- Food and beverages are not required but are recommended, they add a nice touch!
- Have a sign-in sheet for guests with a line for email addresses
- Send thank you emails/notes to attendees, speakers, and special guests
- Post photos on Social Media after the event and thank everyone for attending.

# Ribbon Cutting Frequently Asked Questions

Planning a Ribbon Cutting can be stressful. You may have many questions or not know where to start. Luckily, since this is your event, there are no set rules! Here are a few FAQ that may help.

**Q:** When should I begin talking to the Chamber about my event?

**A:** Begin the conversation about 1 month prior to the Ribbon Cutting. This allows the Chamber to confirm the date, add it to the calendar, and share it with members.

**Q:** When is the best time to have a Ribbon Cutting?

**A:** Ribbon Cuttings are best on Tuesday, Wednesday, or Thursday between 10:00 AM and 2:00 PM. The Chamber is NOT able to assist with Ribbon Cuttings on the weekend or after 5:00 PM.

**Q:** How many guests can we expect?

**A:** The Chamber cannot guarantee the number of attendees. Multiple factors play into how many guests will attend. You are welcome to require an RSVP if you choose.

**Q:** What kind of speech should I prepare?

**A:** We recommend a 3-5 minute speech. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude.

**Q:** How long does a Ribbon Cutting last?

**A:** Generally, the ceremony last 15-30 minutes. Many businesses choose to extend Grand Opening activities for 2-4 hours after the ribbon is cut.



# Ribbon Cutting Information Form

Ready to host your Ribbon Cutting Ceremony? Please fill out this form and return it to the Chamber no later than 3 weeks prior to your event.

Business Name:

Contact Person:

Contact Email:

Requested Dates (list 3):

Location:

Description of Event:

Event Style:  Public Event (open to the community)  
 Private Event (invitation only)

Will the Chamber design your promotional image?  Yes  No

Please return this form to the Chamber Office or email to Madison at [mruttinger@thomastongachamber.com](mailto:mruttinger@thomastongachamber.com) with a copy of your business logo.

# Congratulations!

This is a significant milestone, and we are grateful for the opportunity to be a part of your special event.

Whether you are a new business, celebrating an anniversary, launching a new product, or just simply celebrating a milestone event, we extend our sincere congratulations to you on this new endeavor.

Thank you for being a valued member of the Thomaston-Upson Chamber of Commerce! We appreciate the opportunity to serve you.

