

# Ribbon Cutting Guidelines



## GUIDELINES

Ribbon Cutting (RC) events are primarily for announcing new members as well as significant name changes, major expansion or renovation, relocations, or second locations.

## SCHEDULING

RC events are scheduled Monday, Wednesday & Thursday in the afternoons (or as staffing permits). We generally advise businesses to avoid ribbon cuttings after normal business hours. Events are scheduled based upon availability and pre-registration **is required with three weeks advanced notice.**

## AGENDA

- A Chamber representative will welcome everyone and introduce the owner/manager as well as Chamber Staff, Ambassadors, and elected officials in attendance
- Business owner is given the opportunity to explain the business
- Gather around a red ribbon and scissors (Chamber provides these items)
- Photos taken by Chamber staff and posted on social media and sent to local paper

## WHAT TO SAY AT A RIBBON CUTTING

- Short overview of services
- Quick history of the business
- Reason for expansion / relocation / second location (if applicable)
- Introduce staff / officers / board members / construction teams / family / anyone who played a key role

## HELPFUL TIPS

- It's a time to celebrate and food is a great way to get people to stick around & mingle. Don't break the bank by going overboard - the important thing is to introduce people to your business. We see everything from finger foods and snacks to catered, hot food. Totally up to you!
- Short and Sweet. No one wants to be gone from work for long, so keep it simple.
- Promote and market on your own through social media, invite family & friends, advertise, etc.
- Be creative by putting your personal touch on things to make it memorable!
- **DO NOT** stress about it - they are meant to be **FUN!** We want you to come away feeling the support of the Chamber and the business community.
- Outdoor photos are typically best to incorporate your logo / sign / marquee.
- **SMILE** for a practice shot during the RC photo. This is followed by the '3..2..1' countdown and **CUT!**
- Invite your neighbor businesses and remember to **LIVE LIFE LOCAL!** Together we can all accomplish more.

# Ribbon Cutting Reservation Form



Complete this form and return to the Chamber office.  
Please allow 24 to 48 hours for processing. *Thank you!*

- Pre-registration for ribbon cuttings is required with *three weeks advance notice*.
- Events are scheduled based upon availability. RC can be scheduled Monday, Wednesday & Thursday in the afternoons (or as staffing permits).
- Ribbon Cuttings cannot be held after 5 PM, on weekends or on holidays.
- Please submit this completed form to [info@bastropchamber.com](mailto:info@bastropchamber.com) or turn in to the Chamber office.

Purpose for Ribbon Cutting:

Anniversary    New Business    New Ownership    Relocation    Renovation

Requested Date

Requested Time

Company

Contact Name

Phone

Email

Address for RC

(Note: Ribbon cuttings can be held at the Chamber office for those without a storefront or office)

Please describe any additional activities that will be taking place (i.e.: Grand Opening, Open House, Special Promotions, etc.) Please be as specific as possible.

Signed

Date Submitted