

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 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