



## HOW TO: *Host a Ribbon Cutting Ceremony*



# 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 milestone for a business

You must be a new business or a current Chamber member in good standing (dues paid) for the Oswego Area 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 to the chamber email list, including Elected Officials
- Posted on Chamber website
- Familiarize the community with your product or service
- Begin building a customer base
- Full access to photos taken by the Chamber staff
- Ceremony photos posted on the Chamber's Facebook Page
- No Cost to you

# WHAT CAN THE CHAMBER STAFF DO FOR YOUR RIBBON CUTTING?

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

Invite the community, including Chamber board of Directors, Ambassador Committee and our members

- Invite Elected Officials
- List your event on our Facebook page and website
- Provide a Ribbon Cutting certificate
- Bring the BIG SCISSORS and ribbon
- Have everyone sign the ribbon after cutting
- Livestream the event on social media
- Take Photos of your Ribbon Cutting
- Design the flyer for the event, if you request
- Be available to assist you with questions



# 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
- Give a quote for a press release, or write your own and send it to the chamber
- If you have designed a promotional flyer, send it to the Chamber
- Finalize details prior to promoting the event, ensure the Chamber and you are on the same page
- Run ads on social media
- Send email & paper invitations
- Invite clients, employees, friends, family and past, present & future customers
- Order banners and signage, if you choose
- Consider offering branded giveaway items or having door prizes (the chamber can provide you with members who can help you with items & banners)
- Consider giving tours, product demos etc., if possible
- Food and beverage are not required but are recommended, as they are a nice touch. Please use other chamber member businesses for these
- Have a sign in sheet for guests with a line for email addresses
- Send thank you notes/emails to attendees

# 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.

- When should I begin talking to the Chamber about my event?
  - Begin the conversation as soon as possible but no later than 2 weeks before you want to do the Ribbon Cutting. This allows us time to get flyers designed, put on our website and invite members/elected officials
- When is the best time to have a Ribbon Cutting?
  - Tuesday, Wednesday or Thursday work the best. Best times are either a 9 am start for a morning or no later than 5 pm start for an evening event. The chamber is NOT able to assist with Ribbon Cuttings on the weekend or after 6 pm
- How many guest can we expect?
  - The Chamber cannot guarantee the number of attendees. Multiple factors play into how many guests will attend.
- What kind of speech should I prepare?
  - 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. A new product or service, etc



# Congratulations

This is a significant milestones, 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 Oswego Area Chamber of Commerce! We appreciate the opportunity to serve you.



For more information or to schedule your event, contact Angie or Konni

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