



HOW TO
**HOST A RIBBON
CUTTING**

SWANTON

AREA

CHAMBER OF COMMERCE

BENEFITS OF A RIBBON CUTTING



- **Visibility and Exposure:** A ribbon-cutting ceremony attracts local media attention & increases visibility for the business, helping to generate buzz and attract potential customers.
- **Community Engagement:** It allows the business to engage with the local community, including residents, neighboring businesses, and civic leaders.
- **Networking Opportunities:** The event provides a platform for networking with other businesses, community leaders, and potential clients, creating valuable connections and partnerships.
- **Official Launch:** A ribbon-cutting signifies the official launch of the business, marking a significant milestone.
- **Brand Recognition:** It enhances brand recognition and establishes the business as an active member of the community.
- **Support:** the Swanton area chamber of commerce, regardless of membership, provides ribbon cuttings free of cost.
- **Publicity:** The event generates positive publicity for the business, which can be leveraged through press releases, social media, and newsletters among other avenues.
- **Attracting Customers:** A well-publicized ribbon-cutting ceremony can attract potential customers who are curious to explore the new business and its offerings.
- **Celebration:** It provides an opportunity to celebrate the hard work and dedication of the business owners, employees, and supporters who contributed to the success of the venture.
- **Memorable Experience:** A ribbon-cutting ceremony creates a memorable experience for attendees, leaving a lasting impression and fostering a sense of excitement and anticipation for the business's future.

WHAT IS A RIBBON CUTTING ANYWAY?

A ribbon-cutting ceremony is a traditional event held to celebrate the opening of a new business or the relocation of an existing one in the Swanton area. It symbolizes a significant milestone for the business and the community, marking the official beginning of operations at the new location. During the ceremony, local officials, community leaders, chamber of commerce members, and business owners come together to cut a ceremonial ribbon, often with oversized scissors, to signify the official opening. It is a symbolic gesture that represents a fresh start, new opportunities, and a warm welcome to the community. Ribbon-cutting ceremonies are also a great opportunity for networking, building relationships, and showcasing support for the local business community.



WHAT THE CHAMBER CAN DO FOR YOUR BUSINESS DURING A RIBBON CUTTING

THE CHAMBER'S ROLE

- Invitation extended to the community, Board of Directors, members, and media
- Event listing on social media platforms, website, and invitations to local news sources
- Utilization of social media and newsletter following for event promotion
- Provision of ceremonial big scissors and ribbon for the ribbon-cutting ceremony
- Professional photography services to capture the event
- Invitation extended to local officials for participation
- Availability to address questions and inquiries from attendees
- Draft a press release and will send it out once approved by your business contact

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HOST RESPONSIBILITIES



As the host of your upcoming event, we are committed to ensuring its success and maximizing its impact. While the Chamber is here to support you every step of the way, we also encourage you to take ownership of certain aspects to enhance awareness and engagement.

Here are some tailored suggestions for making the most of your event. None of these are required, but they can help give you some ideas:

- **Designate a Contact Person:** Choose a reliable individual to coordinate with the Chamber and oversee event logistics.
- **Promotional Materials:** If you have designed promotional flyers or materials, share them with the Chamber for additional exposure.
- **Social Media Ads:** Run targeted ads on social media platforms to reach a broader audience and generate buzz around the event.
- **Invitations:** Send personalized email and paper invitations to clients, employees, friends, family, and past, present, and future customers.
- **Branding:** Consider ordering banners and signage to enhance brand visibility and create a cohesive event atmosphere.
- **Giveaways:** Offer branded giveaway items or door prizes to incentivize attendance and foster goodwill among guests.
- **Speakers and Tours:** Designate speakers for the event and consider offering guided tours or product demos to showcase your business.
- **Refreshments:** While not required, providing food and beverages can enhance the guest experience and encourage networking.
- **Sign-In Sheet:** Have a sign-in sheet for guests with a line for email addresses to facilitate follow-up communication.
- **Thank You Notes:** Send personalized thank-you emails or notes to attendees, speakers, and special guests to express appreciation for their participation.
- **Post-Event Press Release:** Following the event, collaborate with the Chamber to draft a post-event press release highlighting key takeaways and successes.



Q: WHEN SHOULD I BEGIN TALKING TO THE CHAMBER ABOUT MY EVENT?

A: BEGIN THE CONVERSATION AT LEAST 1 MONTH BEFORE 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 12:30 PM AND 2:00 PM. THE CHAMBER IS NOT ABLE TO ASSIST WITH RIBBON CUTTINGS ON THE WEEKEND OR AFTER 5:00 PM.

Q: HOW SHOULD I PREPARE FOR MY SPEECH?

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.

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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 Swanton Area Chamber of Commerce! We appreciate the opportunity to serve you.

SCHEDULE YOUR RIBBON CUTTING:

SwantonCC@gmail.com

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