

# HOW TO:

## *Host a Ribbon Cutting Ceremony*

————— Your Guide to a Successful Event —————



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# 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 DeMotte Chamber of Commerce to participate in your ribbon cutting.



BOOK TODAY!



## WHAT THE CHAMBER WILL DO FOR YOUR RIBBON CUTTING

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

- Invite the community. This includes
  - Chamber Board members, and business members as well as the residents of our community
- Invite Elected Officials and local media
- List your event on our Facebook page and website calendar
- Provide the big scissors and Chamber branded ribbon
- Provide video and photos to our Facebook page, tagging you too!
- Provide a confetti cannon if you choose to have one for your event (biodegradable, recommended for outdoor use only)
- Leave the cut ceremonial ribbon for your guests to sign as a memento for your special occasion
- Be available to assist you with questions at any time



# BENEFITS OF A RIBBON CUTTING

- Introduce the public & Chamber Members to your business
- Announce your event through the Chamber's email list, including Elected Officials
- Listing on the Chamber website
- Familiarize the community with your product or service
- Begin building a customer base
- Ceremony video and photos posted on the Chamber's Facebook page
- No cost for supplies or service





# WHAT ARE THE HOSTING 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
- Finalize details prior to promoting the event, ensure that you and the Chamber are on the same page
- Run ads on your social media. Co-promoting this event is helpful for success.
- Send email & paper invitations to your contact list
- 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 or speakers for the event
- Consider giving guided tours, product demos, etc., if applicable
- 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
- Send a post-event press release and post to your social media platforms



# *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 no less than 2 weeks prior to the Ribbon Cutting. This allows the Chamber to confirm the date, add it to the calendar, and share it with members and social media.

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

A: Ribbon Cuttings are best on weekdays between 8:00 AM and 5:00 PM. Weekends can work, but they're not as well attended.

**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 so choose.

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

A: We recommend all businesses to say something. It doesn't have to be lengthy, simply an overview of your business, introduction of staff and an expression of gratitude to the community and your business patrons. Speaking from the heart is always a good technique.

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

A: Generally, the ceremony lasts 10-20 minutes. Many businesses choose to extend Grand Opening activities for 2-4 hours after the ribbon is cut.

Call or text Diva with any questions you may have at 219.405.6840



# *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  
DeMotte Chamber of Commerce!  
We appreciate you and the opportunity to serve you.



For more information or to schedule your Ribbon Cutting, contact Diva Rish.

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