



## RIBBON CUTTING & GRAND OPENING TIPS

The Seymour Chamber of Commerce conducts Ribbon Cutting and Grand Opening Ceremonies as a service to Chamber members. Ceremonies can be performed separately or as part of an open house or grand opening. This is your event, but the Greater Seymour Chamber is happy to help!

Below is all the information that you will need to plan your event.

### **WHO QUALIFIES:**

The Seymour Chamber of Commerce is available to assist with your ceremony if your business

- Has opened its doors within the past six months
- Is under new ownership within the past six months
- Moved to a new location due to expansion
- Has been remodeled or has expanded its current location
- Is celebrating a milestone anniversary
- Is breaking ground on a new location or facility

### **WHAT DOES IT COST:**

- **Free** - for current members or potential {new} members of the Seymour Chamber of Commerce

### **WHAT THE CHAMBER DOES:**

- Contacts the Mayor for availability
- Requests use of the “giant scissors” from the City of Seymour
- Provides ribbon for cutting in a color of your choice (subject to availability)
- Meeting with Events Coordinator to plan event
- Event promoted on Chamber Calendar and Community Calendar
- Included in upcoming events email notifying members of your event
- Attends the event and takes pictures, photos emailed to you upon request
- Post photos of the event to Chamber Social Media
- Publish photos to the ribbon cutting photo gallery on the Chamber website

### **WHAT THE BUSINESS DOES:**

- Coordinate with the Events Coordinator on the date and time of the ceremony. (typically Monday – Friday, between 10 a.m. and 5 p.m.)
- Invite Special Guest – The Chamber will promote the event on all places listed above, you are strongly encouraged to conduct your own PR campaign to increase the attendance and awareness of your business’s opening. Also consider inviting financiers, contractors, employees, customer, friends and family to celebrate this momentous occasion in your business’s history. You should not rely solely on the Chamber to attract your audience.

- Provide refreshments for those in attendance and giveaways(optional)
- Prepare an agenda for the ceremony (sample agenda included)

#### **HOW IT RUNS:**

##### **Sample Ceremony Agenda**

1. Company Representative welcomes guests
2. Introduction of Special Guests/VIPs in attendance
3. Introduction of Company President or Manager
4. Congratulatory remarks
5. Introduction of the company – done by a company representative – talk about your new business and what it does, or tell about your new or second location – give your operating hours, introduce staff, etc.
6. Cut the Ribbon – usually done by dignitaries present and head of company – some choose to have all employees do the cutting (the more the merrier, photos look great with loads of people)
7. Invite everyone to come tour your facility, refreshments, etc.

#### **KEEP IN MIND:**

- The further ahead you contact us, the more publicity we can give your event
- Keep in touch with the Chamber as your plans progress
- If you've asked for RSVP's, people will typically wait until the last minute, or will show up without responding to the RSVP
- If parking will be an issue, please let us know where you would like guests to park so we can inform them in advance

#### **WHAT I CAN DO TO MAKE IT GREAT:**

- Send a special invitation to the whole Chamber membership (mailing list is available in Excel format for ½ price for Ceremony purposes)
- Send a special direct mail piece/invitation to area residents and/or non-member businesses
- Create a press release and send to local media (media contact list provided)
- Invite clients, employees, and/or board directors from their organization
- Invite corporate staff from out-of-town corporate headquarters
- Invite anyone who has helped with your business (bankers, contractors, etc.)
- Offer complimentary appetizers and beverages
- Invite sports or business mascots and superheroes in costumes

#### **ANY QUESTIONS CAN BE DIRECTED TO:**

Seymour Chamber of Commerce  
 105 South Chestnut Street  
 Seymour, IN 47274  
 812-522-3681  
[snorman@seymourchamber.com](mailto:snorman@seymourchamber.com)

