



Ribbon Cutting Information Packet

Congratulations! If you are reading this, you must be celebrating the opening of a new business, anniversary or the expansion/relocation of an existing business in the Andover area. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion.

What is a Chamber ribbon cutting?

A ribbon cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business that has celebrated one of these within the last year. It can inaugurate a business's first day of business or it can take place weeks after the business's soft opening. The Chamber will also consider ribbon cutting requests for renovation/expansion and anniversary celebrations.

Yes! You actually cut a ribbon. Each business decides where they would like to cut their ribbon. The most common location is the main entrance of the building but it can also be stretched across another important location within the business, especially during inclement weather.

Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity. Each business chooses the group, or groups, of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered. Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does. You must be a new or current Chamber member in good standing for the Shelton-Mason County Chamber to endorse and help coordinate your ribbon cutting.

What are the benefits of holding a Chamber ribbon cutting?

By hosting a ribbon cutting, you can:

- introduce Chamber members to your business
- publicize your business within the local area
- generate possible leads and sales from attendees and those who heard about it

What is the fee to conduct a ribbon cutting?

We provide all the following services absolutely free to Andover Area Chamber members as part of your member benefits! There is a small fee for a Chamber member mailing labels if you choose to purchase them. We will advertise your event within the Chamber weekly e-news, through our online calendar and through our social media.

What does the Chamber do for my ribbon cutting?

The Andover Area Chamber of Commerce will gladly:

- invite the Chamber Board of Directors and local government officials to attend
- promote your event through our online calendar, Facebook page, and eBlast newsletter
- arrive at your location early to deliver your ribbon and official ribbon-cutting scissors
- welcome attendees and speak at your ribbon cutting, along with your representative
- take a photo of your ribbon cutting and email it to you and to local media representatives following the event

Things to consider You can help make your ribbon cutting a success by giving thought to:

- who will cut the ribbon? The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like. If the Mayor attends, he often helps to cut the ribbon.
- what you wish to share when you speak, just before the ribbon is cut. Please limit your speech to 3 minutes.
- how you can maximize this program. Consider sending a special invitation to your clients, offering a drawing or raffle to collect business cards to build your database.

Refreshments, drinks, door prizes, and decorations are all optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting. Keep in mind, however, that ribbon cuttings are typically short and sweet. ***The typical ribbon cutting event will last only 15-30 minutes.***