

RIBBON CUTTING CEREMONIES

- AN OVERVIEW -

Congratulations! If you are considering a Ribbon Cutting Ceremony it means that you are celebrating a milestone for your business. We are excited for your success and appreciate the opportunity to be a part of commemorating this special moment. The Ribbon Cutting Ceremony is the promotion of a new business, a newly relocated or renovated business or the opportunity to celebrate a milestone, such as a significant anniversary. It can inaugurate a business' first day of business or it can take place weeks after the business' soft opening.

By hosting a ribbon cutting, you can introduce your business to the local community, to other Chamber members as well as to possibly generate additional sales from those attending or hearing about the event & your business.

This service is provided to our Chamber members who are current in their membership.

- Event Calendar Listing: Cross promoted on our website & social media platforms
- Chamber Staff Member present at the event
- Ribbon Cutting Certificate provided, recognizing your milestone
- Use of the Chamber's Ribbon Cutting scissors and ribbon
- Assistance provided, as needed, in the planning of your event
- Assistance & guidance with the promotion of your event, to include:
 - Press Release submitted to local media
 - Notification of event to local officials & press
 - Custom graphic promoting the event - to be used on social media platforms, email campaigns, etc.
 - Promotion of the event across all social media platforms leading up to the event
 - Promotion of the event on the Chamber's Digital Kiosk
 - Post event promotion on social media, in the Chamber's Chamber Factor publication, & on the Chamber's website
 - Chamber staff member[s] present at the event, facilitating the Ribbon Cutting Ceremony
 - Live Facebook feed of the ceremony, when possible

You must be a member in good standing. Failure to be a member at the time of the Ribbon Cutting will result in you being charged the A la carte price of the Ribbon Cutting service

BENEFITS: By hosting a ribbon cutting, you can introduce your business to the local community, to other Chamber members as well as to possibly generate additional sales from those attending or hearing about the event & your business.

WHO CAN PARTICIPATE: This service is provided to any Chamber member who is current in their membership in the Business Basic Plus and higher Tiers.

EVENT SCHEDULING: Please let us know of your ribbon cutting at least 2 weeks in advance so that we have time to assist you in publicizing the event. Ribbon cuttings that take place Tuesdays, Wednesdays and Thursdays in the late morning or late afternoon typically get the greatest turnout.

EVENT PLANNING: 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.

COST: As a member of the Livingston County Chamber of Commerce, we provide this service for free.
You must be a member in good standing. Failure to be a member at the time of the Ribbon Cutting will result in you being charged the A la carte price of the Ribbon Cutting service

PUBLICITY: The Chamber will assist in marketing the event. This will include but is not limited to promoting the event on the Chamber's website, sending out a press release to the local media, promotion on the Chamber's Facebook page[s], via email newsletters and / or eblasts and at other chamber events as well as posting to online event calendars. The host is also encouraged to invite guests to attend the event as well as marketing and promoting the event via social media, email and with other marketing opportunities.

Who you invite to your event is as important as hosting the event. Your invitations, if you have them, may be as simple as an e-mail or as elaborate as a formal invitation. Be sure to include who, what, where, why, and when as well as a RSVP method to help plan accordingly for food and beverage. The following are suggestions of people to consider when creating your invitation list:

Current and potential customers	Family and Friends
Vendors & Suppliers	Your employees and their guests
Local Media [Newspapers, radio, TV, etc]	Those that helped you get started [Ex: Your banker, accountant, builder, etc.]
Neighboring business people	

THINGS TO CONSIDER:

You can help make your ribbon cutting a success by giving thought to the following:

- 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.
- What you wish to share when you speak, just before the ribbon is cut. Please limit your speech to no longer than 3 minutes.
- How you can maximize this event. 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.*
- You may want to give attendees a tour of your facility.
- Have plenty of information on hand, such as marketing handouts [business cards, brochures, etc].

RIBBON CUTTING CEREMONY

LIVINGSTON COUNTY CHAMBER OF COMMERCE & TOURISM

4635 Millennium Drive
Geneseo NY 14454
585-243-2222

www.LivingstonCountyChamber.com
www.FingerLakesWest.com



When your business is a part of the Livingston County Chamber of Commerce & Tourism, you have a professional team personally working with you to build, promote, connect, and influence the growth and development of your business and the region.



STAY UPDATED!

Follow our Facebook page to be continually informed of what's happening at your Chamber!

HAVE QUESTIONS?

Contact Melissa Savino
Membership & Events Coordinator

585-243-2222

Melissa@LivingstonCountyChamber.com

Your Membership Tier Level:

Business Basic
 Connector

Promoter
 Builder

Business Basic Plus
 Influencer

We will be using the information you provide in our marketing efforts to promote your event and your business. The more details you include, the better we can we can promote you.

GENERAL BUSINESS INFORMATION

Business Name: _____

Physical Address: _____

Telephone: _____

Business Email: _____

EVENT CONTACT INFORMATION

Primary Contact Name: _____

Phone: _____

Email: _____

Check if we can include your contact information in the press release, if applicable.

Other Contact Name: _____

Phone: _____

ONLINE BUSINESS INFORMATION

Website Address: _____

Check all the Social Media Platforms that your Business has:

Facebook Twitter Instagram SnapChat
 YouTube Linked In
 Other: _____

Check if we can include your website & social media information in the press release & marketing efforts, if applicable.

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[For Office Use]

EVENT INFORMATION

Date Received: _____

- A la Carte Benefit
- Tourism Related Business

Pre-Event Marketing & Promotion:

- Promo Graphic Created
 - Added to Digital Kiosk
- Event Added to CM
- Press Release Written*
 - Distributed to Media*
- Local Officials Notified*

Social Media Promotion:

- Event Added to Facebook
 - Shared
 - Boosted* [3 For 3 Benefit]
 - Date _____
 - Amount _____
 - Likes _____
 - Reach _____
 - Engagement _____
- Promoted on Twitter
 - Likes _____
- Promoted on Instagram
 - Likes _____

Event Promotion:

- Photographs Taken*
- Live Facebook Feed*

Post-Event Marketing & Promotion:

- Online Gallery Created*
- Facebook Gallery / Promo*
- Added to Website*

Additional Info / Details:

* = Enhanced Ribbon Cuttings Only

Type of Milestone: New Business / Grand Opening: _____ Opening Date: _____

Anniversary: _____ # of Years _____

Relocation Expansion / Renovation

Requested Date: _____

Time of Ribbon Cutting Ceremony: _____

Will You Have Any Additional Events / Celebrations? No Yes - Please provide details:
 [Ex: Tours, Special Promotions, Additional Events, etc. Please include dates & times, if different from the Ribbon Cutting]

Who Is Speaking For Your Business: _____

Additional Information About Your Business:
 Please provide any additional details about your business that we can include in our press release [if applicable].

Please email, fax or mail this form to:

The Livingston County Chamber of Commerce

4635 Millennium Drive Geneseo NY 14454

Phone: 585-243-2222 | Fax: 585-243-4824 | Melissa@LivingstonCountyChamber.com