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Ribbon Cutting Guidelines

Purpose

There are many reasons you as a Member of the Clinton Chamber may want to host a ribbon cutting:

- Announce your new business/organization in the City of Clinton
- Mark a significant move or expansion for your already established business/organization
- Highlight re-branding, ownership changes, the launch of new product lines or other great improvements
- Celebrate your established business or organization's decision to invest more in the community by joining the Clinton Chamber

Whatever your purpose, the Clinton Chamber is honored to present you officially to the public at a ribbon cutting ceremony that fits your goals.

Benefits

In addition to your purpose for hosting a ribbon cutting ceremony, Members generally experience these benefits:

- Promotion of your business or organization with Clinton government and business entities
- Recognition of your employees, benefactors, volunteers, loyal customers, and others you may want to publicly thank
- Opportunity to network with governmental officials and other business owners
- Publicity in the wider community for your business or organization's main features, products, services, and resources

Eligibility

A Member is eligible to host a complimentary ribbon cutting ceremony by meeting these terms:

- Member is in good standing with the Chamber (account must be current and paid to date)
- One of the following must apply:
 - New Chamber Member is in its first year of membership (*Note: New Members who enjoy the monthly payment plans must wait 6 months after joining before they are eligible)
 - Existing Member has experienced a major change (i.e. new ownership, re-branding, large product line launches, significant expansions, etc.)

All Members are limited to a maximum of one ribbon cutting ceremony per calendar year regardless of reason.

Chamber Responsibilities

The Clinton Chamber will provide the following for ribbon cutting ceremonies:

- Promotion of the Ribbon Cutting via social media, eNewsletter, the Chamber website and calendar, as well as other communication outlets as available
- Invitation to City Mayor and Chamber Leadership to attend the event
- Creation of the ribbon cutting program and agenda
- Photography for promotional use on social media and other communication outlets
- Provision of ceremony ribbon, bow and scissors
- Submission of ceremony article to local news (*article inclusion decision and timeline dependent on news outlet)

Member Responsibilities

The Member hosting the ribbon cutting ceremony will provide the following:

- Updated logos, publicity blurbs, other marketing materials, etc. as available to be included in pre-ceremony promotions
- Podium, sound system or other equipment (only if needed) for the ceremony
- Names/titles of additional people to be included in the ceremony program/agenda
 - Please inform the Chamber if you do not wish to have a prayer during the ceremony or you have a special individual you prefer to perform a blessing/prayer
- Collaboration with other business owners, City officials, and Chamber leaders in the event
- Brief comments during the ceremony - most Members do one or more of the following for this:
 - Introduce key staff and/or guests
 - Explain the business or organization's products/services
 - Offer a brief summary of how or why the Member joined the Chamber or chose Clinton for its location/marketing

Optional (but encouraged) Member host responsibilities include:

- Refreshments for ceremony attendees (*Note: attendees will linger longer if there are snacks and provide for better networking opportunities)
- Prizes for a business card or other drawing (*Note: some Members choose to add this as another exciting feature of the ceremony that encourages attendees to stick around and offers the Member host contact details of attendees)
- Special Discounts or Limited Promotions for attendees or the public in conjunction with the ceremony date (*Note: mostly retail or restaurant Members do this, but there are other creative ways to highlight the day for service industry Members)

PROMOTIONAL NOTE: Members shall obtain the Clinton Chamber's approval before releasing any material in which the Chamber marks are displayed and must agree that all advertising, promotion, and other use of the Chamber marks will be in good taste and in such manner as will maintain and enhance the value of the Chamber marks and the Clinton Chamber's reputation. Members agree to change any use of the Chamber marks or proposed use of the Chamber marks to which the Clinton Chamber may have reasonable objection, and all Chamber marks used in association with ribbon cutting advertising and promotional materials are subject to Chamber board approval.