

Ribbon Cutting Guide

Clinton Chamber of Commerce

What is a ribbon cutting?



A ribbon cutting is a ceremony presented to you by the Clinton Chamber of Commerce to announce your new business! Upon applying for membership, we want to partner with you in celebrating your new business!

Why should my business participate?



In hosting a ribbon cutting, your business seizes the opportunity to promote itself and network with Clinton government and local business entities, recognize your employees, and gain publicity in the wider community!

How do we sign up?!



Before requesting your ribbon cutting, please read over our go-to guide and important documents. When you're ready to celebrate, visit clintonchamber.org/ribboncuttings or call our office at (601) 924-5912!

Purpose

While there are a multitude of reasons a Clinton Chamber member wishes to host a ribbon cutting, we highlight four purposes. Whatever your purpose, the Clinton Chamber is honored to present your organization to our community at a ceremony tailored to *you!*

1

Announce your new business! For the first time business owner or first time brick and mortar, this is the perfect opportunity to showcase!

2

Highlight growth! We want to mark a significant move or expansion with your establishment.

3

Emphasize re-branding, ownership changes, product launches or other great accomplishments!

4

For the already established business, become a member! Celebrate investing in your community by joining the Chamber.



HOW TO HOST

We cannot emphasize enough how momentous this ceremony can and should be! Beyond a red ribbon, this presentation signifies an embarked adventure and blossoming dream. For the best possible celebration, we want to share a few tips and tricks we have learned over the years!

- **Invite your people!** While the community is an integral aspect to this event, what you will remember is who showed up. Who dreamt with you to make this happen? Who has put in long days and nights to prepare? Who is cheering you on? Invite your family, friends, and loved ones!
- **Be creative!** Take time to think through what refreshments you can offer. Attendees tend to linger longer with snacks around! Whether you wish to dish up your family's secret recipe or unbox Sam's cookies, food allows people to stick around!
- **If you don't want to serve refreshments, what else can enable attendees to stick around?** Door prizes are a great way to gain attendees' contact information! Special discounts and promotions are another great way to bring in guests! Consider ceremony-day discounts, facility tours, or giveaways.

Ultimately, we want this ceremony to be the launching pad for your business's vision! We are thankful for your partnership to the Clinton Chamber of Commerce and the greater Clinton community! Please do not hesitate to contact us for further questions or information.