Ribbon Cutting

**Details**

This is your event- make it what you want it to be!

Your Ribbon Cutting Ceremony represents an important day for your business. The information you provide here will ensure that all your bases are covered, and you have a successful, well attended event.

The Greenwood SC Chamber will provide the following:

* Red Ribbon
* Large Scissors
* Invitation to Chamber mailing list via email
* FB event
* Social Media post with invitation before the event
* Social media post after the event celebrating your business
* Staff photographer for photos during the event
* Submission of photo and cutline to The Connector with the Index-Journal (we cannot guarantee publication)

Please see guidelines below to assist in planning your event:

 **Time Line:**

* **2-3 weeks prior:**
	+ Provide the Chamber with your preferred date & time. (see request form)
	+ Advertising material emailed to the Chamber - such as your logo graphics
	+ ‘Save the Date’ teaser (optional)
	+ Flier with all pertinent information regarding your event. If you need assistance with this, please contact our communication & marketing staff.
* **1-2 weeks prior**
	+ Confirm the actual time do you want us to be there for the ‘Ribbon Cutting’.
	+ Determine who will hold the scissors and cut the ribbon. *Photos are taken at this time*.

**Day prior to event date:** Communicate with all involved to avoid last minute no shows!

**Setting your date:**

**Select a date at minimum TWO (2) weeks in advance.** Experience shows that events planned Monday-Friday garner the best attendance and enable officials, dignitaries, and Chamber Ambassadors to attend. In general, the highest turnouts occur at events scheduled between 9:00AM and 3:00PM.

**Check for conflicts with other events.** Check the Chamber Calendar, the newspaper, and other community calendars for conflicts with your date. If there are other events that draw a crowd in your area, you may be able to maximize attendance by holding it in conjunction with those events.



**110 Phoenix Street, Greenwood SC 29646**

**864-223-8431**

**‘Ribbon Cutting Ceremony’ Request Form**

Please contact the Chamber of Commerce, Member Services by calling 864-223-8431

Or emailing this completed form to : jody@greenwoodscchamber.org

**Business Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Event Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date Requested\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time Requested\*\_\_\_\_\_\_\_\_\_\_\_\_\_**

*\* Subject to Greenwood Chamber of Commerce availability and approval.*

Some ribbon cuttings are simple, with the owner saying a few words thanking the attendees for coming and speaking about the business, then cutting the ribbon. Others are more in depth with structured tours, door prizes, and several people giving short speeches before the ceremony.

See attached forms to guide you in planning your event.

Planning Your Special Day!

Below are suggestions based on experiences. And some shared tips shared from past Ribbon Cutting celebrations! Have fun planning and contact us to confirm your date.

Just a note: **If your location is under construction, consult your contractor and construction team before setting a date.**

**Invitations:**

**When Planning an outdoor event,** choose an alternative “rain date”.

**Plan the type of invitation:** formal letter, informal letter, postcard, email, flyer, or all of the above. The Chamber will provide an email invitation to their contacts free of charge. Any other invitations are the responsibility of the business owner/manager of the event. The business is also in charge of RSVP’s, if requested.

**Consider additional methods of getting the word out,** such as signs, marquees, websites, newsletters, or posters. If you choose to mail invitations, be sure to mail them out 2-4 weeks prior to the event. If you request RSVP’s, be sure to establish a cut-off date, usually one week prior to the event.

**Designate a contact to handle incoming questions & tracks RSVP’s as they are returned.** You may want to send reminders a few days before the event.

**Your guest list** can include many varied individuals, from family and friends to staff; clients; business associates (such as your banker advisors, and other professionals); neighboring businesses; volunteer associations; community leaders; elected officials; and the media. The Chamber will send your invitation to all members, as well as elected officials.

**Emcee/Speakers**

**Choose an emcee to welcome your guests and introduce any other speakers.** He or she may also offer a few remarks, thank appropriate persons, and recognize VIP’s in attendance who will not be speaking.

**If you plan to include guest speakers,** contact them early so they have enough time to prepare remarks and give them a time frame for how long they will need to speak. This is typically very brief, and no more than 2-3 minutes per speaker. Call to confirm attendance one week prior to the event.

**Plan Activities**

**You may decide to hold a traditional ribbon cutting or groundbreaking ceremony, with only one or a few brief speeches.** You may wish to include other activities, such as tours of your facility, exhibits, recognition of dignitaries, music or other entertainment, a raffle, giveaways and door prizes, or refreshments. You may also want to have available handouts of frequently asked questions, advertising brochures, and business cards.

**If you plan to conduct tours,** choose your tour guides in advance, or have a self-guided tour with signs or handouts to direct event attendees.

**Provide safety items** such as hard hats or goggles. If necessary, secure or rope off unsafe areas.

**If you want to include exhibits**, consider posters, blueprints, a scale model, or large map of your facility.

**Refreshments can be** simple or elaborate and are usually determined by the time of day when your event is usually held.

**Ceremony & Program**

**The actual ceremony is usually brief (no more than 20-30 minutes, sometimes less)** and should be planned ahead with regard to speaker order, the actual ribbon cutting, and any other activities you plan to include.

**Ribbon Cutting** – decide who will cut the ribbon and notify them in advance. Have the cutter (and any other attendees you desire) stand. They should face the audience with the ribbon between them and the audience. Usually those involved in the actual cutting of the ribbon would be seated or standing on the front row, or if there is a staging area, behind the emcee until time to cut the ribbon.

**You may want to have the audience join in on a countdown to the actual cutting.**

**Have a photographer** (the Chamber does provide a staff photographer, hiring a professional is optional) staged in an area where they have a complete view of the ceremony. It may be beneficial to have a posed “fake” cut before actually cutting the ribbon to ensure a quality photo.

**Media**

**Local newspapers and radio stations** should be contacted one month in advance. The Chamber cannot guarantee media coverage.

**After the event,** the Chamber will submit a photo on your behalf to the Index-Journal. You are encouraged to submit your photo to any relevant newsletters and media sources.

**Materials Needed**

**Ribbon Cutting –** The Greenwood SC Chamber of Commerce will provide large scissors and ribbon to members at no additional cost.

**Other materials** you may need will depend on the scale of your event and planned activities. For example, if you have speakers, you may need a podium, microphone, and chairs. The Chamber may be able to assist with some of these items, please be sure to call as soon as you determine your needs to see what we are able to help with, no less than ONE WEEK in advance. You may also choose to include décor like flowers, welcome signs, name tags, a guest book, giveaways, etc.

**If you serve food** determine if you will need tables, linens, trash cans, etc.

**Plan the setup of any A/V** equipment you will be using. If you have a large event keep in mind you that you may need a sound system.

**Select & Contact Event Staff**

**Your Event Can Be** as simple or elaborate as you choose. Among the professionals you may want to involve are a caterer, professional photographer, videographer, and florists. Be sure to contact them as soon as you have established your date, time, and most importantly – **your budget.** Call to confirm one week before the event.

**Designate Coordinators for Tasks**

**To ensure your event goes smoothly,** be sure that everyone knows their tasks in advance. If you have a guestbook, you may want a greeter to oversee this so each guest signs it upon arrival.

**If you offer tours**, indicate a spot for interested persons to gather, and brief your guides in advance so they can answer visitors’ questions quickly and accurately.

**Post-Event Tasks**

**Be sure to follow up** with thank-you notes to all of your speakers, sponsors, and other VIP’s who attended, as well as your faithful staff.

**Consider sharing** your photos/videos by posting them online, including them in a newsletter, or using any other appropriate means of getting your news out.

Congratulations!!!

From your Greenwood Chamber of Commerce Staff 864-223-8431