



RIBBON CUTTING EVENTS

Ribbon-cutting, groundbreaking, and grand opening events offer the opportunity to spotlight your business. They are a great way to kick off the opening of a:

- new business
- new addition
- rebranding
- remodel
- special anniversary year
- new location

Our friendly Chamber staff coordinate with member businesses to execute these celebratory events, as a complimentary benefit of their membership. To promote the best attendance, we recommend scheduling at least 2-4 weeks in advance. Upon confirming the ceremony's date/time and location, Chamber staff will:

- Extend an invitation to local government and/or state representatives on your behalf.
- Invite Chamber Board Members, Ambassadors and staff to attend.
- Promote your event via the [“Events Calendar”](#) on the Chamber website (with your authorization).
- Provide the “BIG” scissors and ribbon at the event.
- Help orchestrate the ceremonial cutting of the ribbon & capture pictures.
- Post your event photos on our social media platforms & provide you with digital copies of the photos.

To make the most of your celebration, we encourage you to consider sending invites to:

- your customers or clients
- family and friends
- business partners and affiliates
- other area businesses

When planning for your event, you may consider:

- Providing light refreshments. If providing refreshments, we encourage you to browse a list of Westerville Area Chamber Member Caterers, found on our website.
- Holding a raffle, offering door prizes, or providing a take-home gift to extend your brand recognition beyond the ribbon cutting.

Start to think about where in your space you want to do the ribbon cutting. The best spot is usually in front of a sign, door, or wall that has your company name or logo. This is a great photo opportunity! Keep in mind, the ribbon cutting ceremony may only last 15 minutes. Consider providing a tour of your space following the ceremony to continue to engage your guests and promote your business.

To market your celebration, we encourage you to consider:

- Creating an event on Facebook
- Marketing the event on your social media platforms

For further promotion of your event, you might consider additional advertising opportunities offered for a nominal fee through the Chamber:

- **Business Special of the Week** – advertise directly to Chamber members and business affiliates with an email blast. Same content posted on Chamber social media the week of your choice. Business must provide artwork. Average reach: 1800+ inboxes. Cost: \$125.
- **Coffee Club** – promote your business in the Chamber Conference Room for our daily visitors and fellow members to view. Additionally, your business will also be promoted in the Chamber e-newsletter and on the Chamber website for the month. Meeting Average 8-10 per week. Cost: \$50/month.
- **Mailing Labels** – our Member Businesses and addresses can be printed on a mailing label for your purchase to use with your marketing material. Reach: 700+ members. Cost: \$50.

Contact the Chamber at info@westervillechamber.com or (614) 882-8917 to schedule your opening celebration!