

# Ribbon Cutting

## Ribbon Cutting Best Practices

- 2-3 week lead time for marketing (after confirming date with GNCCI)
- **Member host will:**
  - › Determine cadence of event including food and beverage, music and décor
  - › Select a "Call-to-action" to drive traffic back to the business
  - › Provide creative assets for marketing
  - › Invite key constituents
- **GNCCI will:**
  - › Market on social and through eblast and on community calendar
  - › Invite regional leaders, regional media representatives and Chamber Board members
  - › Provide scissors and ribbon

## Maximize Your Membership

Are you making the most of your membership?

As a member, you have access to exclusive resources, events, advertising opportunities and more.

[newburyportchamber.org/membership](http://newburyportchamber.org/membership)

## Recent Successful Ribbon Cuttings:



Clockwise from top left: Banter, Charleston & Coco, Virtue, Partridge in a Bear Tree

In addition to all of your membership benefits, there are ways to integrate your brand and increase your presence within this thriving community.

**Call (978) 462-6680 or email [info@newburyportchamber.org](mailto:info@newburyportchamber.org) to take advantage of these opportunities.**