

## **CELEBRATE WITH A CHAMBER OF COMMERCE RIBBON CUTTING CEREMONY**

The Chamber would be delighted to help your business celebrate with a Ribbon Cutting Ceremony if the company has:

- Recently joined the Currituck Chamber of Commerce
- Opened its doors in the last six months. (Exceptions handled on an individual basis.)
- Changed ownership or is under new management.
- Moved to a new location.
- Has been remodeled or expanded at its present location.

A Ribbon Cutting Ceremony is an important part of your overall marketing and advertising plan. It is a great way to kick-off a grand opening of a business, offering an opportunity to meet key leaders in the community and get acquainted with your neighbors and Chamber members.

The Currituck Chamber of Commerce would enjoy assisting you in planning a successful event for your company. Having participated in dozens of ribbon cutting ceremonies, we know how to get optimum exposure for your company. This is a member benefit, and it is our pleasure to serve your business.

The Chamber conference room is available for businesses without a storefront.

### **CURRITUCK CHAMBER OF COMMERCE**

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## **SUCCESS HAPPENS HERE**

# **RIBBON CUTTING CEREMONY GUIDE**

## What to expect at your ribbon cutting:

Chamber staff will arrive, with specialty scissors, camera and ribbon for the ceremony, 10-15 minutes before the event begins. Our agenda typically takes about 15 minutes. For example: Guests arrive, chamber representative welcomes your business to the Chamber and community, recognition of elected officials and VIPs, remarks from business owner or representative, ribbon cutting takes place with photo op. Invite guests for a tour of the facility if applicable.

## The Chamber will:

- Announce the event in the Chamber E-newsletter.
- Invite the Chamber Board of Directors, ambassadors, members, press and local government officials.
- Email press release to local media contacts prior to your event.
- Provide ribbon and official large ribbon cutting scissors.
- Take pictures at the event.
- After the event, publish a photo and document your ribbon cutting on Chamber social media and highlight in the Chamber E-newsletter. A photo and press release will be submitted to local media contacts.

## Consider the following optional ideas to enhance your event:

- Provide hors d'oeuvres, refreshments and entertainment.
- Have a drawing and collect business cards so you can follow-up with attendees.
- Present a small gift to those in attendance to encourage their return.
- Be creative and have fun. This is a great opportunity to let the community know all about your business!

## Host Checklist

### Four+ Weeks Out

- Contact the Chamber to schedule your event. We typically schedule four weeks in advance, for a Tuesday or Thursday from 5:30 to 6:30pm. We have found this provides the best attendance.
- Send business logo to Chamber along with a brief description (8-10 sentences) of the business. A small profile about your business and any special news that makes your company stand out will almost certainly catch the attention of the media.
- Your event can be as simple or elaborate as you choose. Among the professionals you may want to involve are a caterer, a photographer/videographer and a florist. Be sure to contact them as soon as you have established the date, time and budget.
- You may also want to have brochures available or a handout of frequently asked questions and answers about your business. Have them designed and printed in time for your event.

### Three Weeks Out

- Invite friends, family, customers, prospective customers, neighboring businesses, business leaders and media to be a part of the occasion.
- Share your news about the ribbon cutting by posting online, including them in your website or social media.
- Make your new space inviting!

### Two Weeks Out

- Decide who will actually cut the ribbon.
- Prepare your remarks for the ceremony.
- Make phone calls to everyone on your invitation list. Start with your A list, and call them twice (one personal invite, one reminder).

### One Week Out

- Call to reconfirm all professionals you've hired: caterer, photographer/videographer, and florist.

### Day of Your Event

- Please block the two parking spots in front of your building where we will be cutting the ribbon and taking pictures.
- To ensure that your event goes smoothly, be sure everyone knows their tasks in advance. If you have a guest book, you may want a greeter to oversee each guest signing it upon arrival.

### Within One Week After Your Event

- Follow up with thank you notes to all of your speakers, sponsors, and other VIPs who attended or helped.
- Consider sharing your excitement by posting photos online, including them in your newsletter, or using any other appropriate means of getting your news out.

