



256-582-3612

lakegunter'sville.org

200 Gunter Avenue

RIBBON CUTTING CEREMONY GUIDE



SCHEDULING:

Tuesday, Wednesday, or Thursday

11:00 am, 2:00 pm, 3:00 pm, or 4:00 pm

Not available on weekends

Schedule at least 2 weeks in advance to allow for publicity

GOALS OF A RIBBON CUTTING:

- To introduce your business to Chamber members and the community
 - Gain name recognition
 - Familiarize the community with products/services
 - Grow customer base
 - Generate possible leads/sales or new relationships with potential business partners
 - Create networking opportunities
- To announce new businesses/grand openings and celebrate significant milestones, name and location changes, or significant remodeling projects

TIPS & IDEAS:

- Cut the ribbon where signage is clearly visible
- Have business cards, brochures, or free samples available to attendees
- Keep it short and sweet to keep the audience engaged
- Decorate your space/entryway for the occasion (balloons, banner, etc)
- Advertise giveaways/door prizes
- There is no magic formula for attendance. You may have 5 attendees or you may have 25. With both sides promoting the event, we can reach a larger audience to celebrate you.

THE BEST PART?

The whole thing takes less than 30 MINUTES, so you get publicity and connections without a big disruption in your day.

If you'd like to discuss a ribbon cutting, please contact Jennifer at 256-582-3612 or jennifer@lakegunter'sville.org.

RESPONSIBILITIES

WHAT THE HOST DOES:

BEFORE

- Invite friends, family, staff, customers, business partners, neighboring businesses, etc to attend
- Share the promo piece on social media pages and website
- Prepare a press release to send to local papers
- Invite media outlets to cover the event
 - Find a media list at www.lakeguntersville.org
- Designate a speaker for the event

DAY OF

- If desired, provide light refreshments
 - (not required but appreciated)
- Welcome the crowd, introduce your team, briefly tell about your story, your products/services, or how much it means that everyone came out to celebrate
- Network and swap business cards with attendees
- Provide tours if appropriate

AFTER

- Share the ribbon cutting post and photos to your social media pages and website
- Follow up with new contacts
 - Thank You for coming by, etc

WHAT THE CHAMBER DOES:

BEFORE

- Coordinate date with Chamber calendar
- Create promotional piece for ceremony
- Add event to community calendar, Tuesday and Thursday eblasts, and Facebook events
- Send date to The Advertiser-Gleam
- Invite Chamber Board of Directors, Ambassadors, Mayor, City Council, and membership to attend

DAY OF

- Bring the ribbon and scissors
 - We will show up 10-15 minutes before event
- A Chamber rep will briefly welcome everyone and introduce main speaker
- Invite everyone to participate in the photos
 - Held at location of your choosing
- Mayor Dollar cuts the ribbon (if in attendance); otherwise Host cuts ribbon.
- After ceremony photos, take family and friends or staff photos

AFTER

- Post ceremony photo on Facebook
- Send photo and announcement to The Advertiser-Gleam
- Send photos to you
- Post a photo in the Tuesday and Thursday e-blasts for a month after ceremony

IF IT RAINS

Establish a backup plan.

Does your indoor space hold the group and allow for good photos?