

Ribbon Cutting Guidelines

GUIDELINES

Ribbon Cuttings are for significant events at your business such as new business, anniversary, new ownership, groundbreaking, relocation or renovation/expansion.

SCHEDULING

Ribbon Cutting/Groundbreaking events may be scheduled on the second Tuesday or fourth Thursday of each month between the hours of 11:30 a.m. - 12:15 p.m. or 3:30 - 4:15 p.m. The chamber tries to not schedule events on the same day as other Ribbon Cuttings and will advise a business first if there is a conflict. Ribbon Cuttings cannot be scheduled on weekends or on holidays without advance notice and approval from the Chamber's Member Engagement Manager. Events are scheduled based upon availability and a Ribbon Cutting Contract is required with two weeks advance notice.

TRADITIONAL RIBBON CUTTING AGENDA

- A chamber representative will be available to welcome guests and introduce the owner/manager, as well as any chamber board and staff, ambassadors, and elected officials in attendance.
- Designated business representative is given the opportunity to explain the business and the significance of the event.
- Chamber representative will make remarks.
- Attendees gather around the ribbon and scissors (MADE Chamber provides these items).
- Photos taken by chamber staff upon request and posted on social media. They will also be posted in our digital newsletter. **(Member-exclusive benefit)**

WHAT TO SAY AT A RIBBON CUTTING

- Reason for Ribbon Cutting.
- Short overview of services.
- Quick history of the business.
- Introduce staff, officers, board members, construction teams, family, and anyone else who played a key role.

HELPFUL TIPS

- It's a time to celebrate and food is a great way to get people to stick around and mingle. We see everything from finger foods and snacks to catered, hot food. Totally up to you!
- Short and Sweet. No one wants to be gone from work for long, so keep it simple.
- Promote and market through your own social media, invite family and friends, advertise, etc.
- Be creative by putting your personal touch on things to make it memorable!
- DO NOT stress about it - they are meant to be FUN! We want you to come away feeling the support of the chamber and business community.
- Outdoor photos are typically best to incorporate your logo/sign/marquee.
- SMILE for a practice shot during the ribbon photo. This is followed by the '3 .. 2 .. 1' countdown, cut and CELEBRATION!

Looking for more details and helpful hints? We have an entire packet dedicated to ribbon cuttings for our members. Please contact the MADE Chamber at info@madechamber.org or (513) 336-0125 and ask for the Ribbon Cutting Helpful Hint packet.



Ribbon Cutting Contract

Business Biography

Name of Member Business: _____

Event Address: _____

Contact Person: _____

Phone: _____ Email: _____

Services Provided: _____

Ribbon Cutting Event Information

1st Requested Date: _____ 2nd Requested Date: _____

Please select your time: 11:30 a.m. - 12:15 p.m. 3:30 - 4:15 p.m.

Please note the time of actual cutting: _____

Purpose for Ribbon Cutting: New Business Anniversary New Ownership Relocation
 Groundbreaking Renovation/Expansion

Special events at ribbon cutting (tours, refreshments, etc.): _____

Will you or someone other than the Chamber be speaking on behalf of your business? If so, whom? If not, do you have any specific remarks you would prefer the Chamber make aware to the public on your behalf?

Please allow 24-48 hours for processing. The chamber will contact you to let you know which date and time are confirmed for your ribbon cutting. Ribbon Cuttings can only be scheduled on the second Tuesday or fourth Thursday of each month. The chamber staff, board and ambassadors will arrive at your business a few minutes early to prepare for the ceremony. The chamber provides the ribbon, "big" scissors, and photographer upon request. Please make chamber staff aware of any items of importance prior to the event. We understand life happens and issues arise, if you need to change the date or time of your event, please contact the chamber office immediately.

Qualifications

- Allow two weeks for notice preparation
- Ribbon cuttings are offered on the second Tuesday or fourth Thursday of the month
- Other opportunities for ribbon cuttings include:
 - Anniversaries of business operating under the same name for 5 years, 10 years, and increments of 5 years thereafter
 - New ownership, relocation, remodel, and expansion
 - Groudbreakings

MADE Chamber Member Benefits

- Posting on the Chamber's events calendar
- Announcement in enewsletter*
- Press Release available upon request*
- Mason Deerfield Chamber Board of Directors, Ambassador Committee and members are invited to your event and will be your "word of mouth" advertisement*
- Photographs of ceremony will appear on our chamber Facebook page*

*Denotes Chamber member-exclusive benefit