



The Essential Guide to Hosting a Ribbon Cutting

The Jackson County Chamber of Commerce provides ribbon cutting services for member businesses. A ribbon cutting celebrates a grand opening, remodel, relocation, anniversary or groundbreaking. This guide will help you plan a successful ribbon cutting. To schedule your ribbon cutting, please call us at 517.782.8221.

Schedule in Advance

Use this form to schedule a ribbon cutting. The Chamber schedules ribbon cuttings Monday-Friday, excluding holidays. Please schedule 3-4 weeks ahead of time so the event can be properly promoted in the eNewsletter and on our website. This will also give you time to create promotional materials, contact local media, and invite your customers and business partners.



Planning Your Event

Plan activities that will make people want to attend such as:

- **Drawings for door prizes** | choose prizes related to your business with a high level of appeal.
- **Serve specialty refreshments** | Choose a variety of finger foods (make it unique!) and stay away from messy foods that would be difficult to eat while standing.
- **Serve drinks** | Coffee, tea, punch, soft drinks
- **Present your business** | Prepare a short speech on what you do, what you can offer, and what sets you apart.
- **Provide take-home materials** | Display brochures, business cards, and other materials about your business attendees can take with them or share with others.
- **Offer Discounts** | Give exclusive discounts on your products and services; then, heavily advertise these offers.

- **Prepare your own invitation list** | Chamber members will all be invited to your event, but you have the best access to people in your network (partners, sponsors, neighbors, friends and family). Compose a list of these people and make sure to invite them to the event!
- **Decorate!** | This is a special occasion - your business should reflect this. Use balloons, streamers, signs, banners or other special displays.
- **Obtain necessities** | Paper plates, cups, napkins, utensils, serving tools, guest book, a container to collect business cards, etc.
- **Prepare your employees** | Brief employees on the flow of the event, and help them know how to answer questions and greet guests.
- **Dress appropriately** | The picture from this event will be circulated widely, so make sure everyone included in the picture looks their best!

Publicize Your Event

The Chamber will publicize your event to our membership, but you will need to be proactive in inviting your own customers and the community. The more you publicize, the more successful your efforts will be. Follow these suggestions:

- **Membership Labels** | The Chamber can provide membership labels (\$50) for a physical invitation mailing.
- **Personal Mailing List** | Make sure to send any physical invitations to your personal mailing list.
- **Invitation Flyer** | Hand out a flyer to each customer who enters your business or who you meet leading up to your event.
- **Personal Telephone Call** | Reach out to priority attendees with a personal telephone invitation.
- **Media/Place an Ad** | in local publications inviting the community to attend; or, purchase an electronic ad via the Chamber.
- **Local Radio** | Contact local radio stations to discuss advertising options.



- **Consistency** | Make sure every advertising piece features your refreshments, door prizes, and special discounts for the event.

- **Outdoor Advertising** | Place signs, banners or balloons outside your business to catch attention and announce the big day.

Set-Up

Set up the event location with refreshments displays and information tables near the entrances and sides of the room. Make sure there is a lot of open space so people can gather to socialize.

A key to the success of your event is to provide every opportunity for your guest to have a good time. Your business will be remembered well if you provide your guests with a good experience. Do all you can to provide lots of social interaction.

During the Event

Once the big day arrives, your planning is complete! Relax and take the time during the event to meet and greet your guests, network, and talk about your business and the latest good news.

- **Gather Information** | Provide a basket for attendees to place business cards in (offer a prize drawing as an incentive.)

- **Right Before Cutting the Ribbon** | Address the attendees with a short welcome speech and presentation on what you offer. Thank those who you wish to acknowledge.

- **Strike a Pose** | Gather everyone who needs to be in the photo, pose with the big scissors, and cut the ribbon!

- **Invite/Incentive** | Greet your attendees personally and invite them to return - perhaps with a special discounts or gift if they do

- **Thank You Notes** | Write thank you notes or send a thank you email to follow up with those who provided contact information

Choose the Event that Fits Your Needs

Basic Event - Complimentary to Members

- The Chamber invites board & staff*
- Your event is included in the monthly Chamber eNews*
- Your event is posted on the Chamber’s website calendar*
- During the event, the Chamber provides the big scissors (or shovel) & red ribbon. We’ll take picture, then recap the event in our eNews & on Facebook!

*Event must be planned 3-4 weeks ahead of time to take full advantage of benefits

Premier Event - \$150 (In addition to Basic services)

- The Chamber invites elected officials and media*
- Writes a press release and send to local media*
- Creates a Facebook event for digital promotion**
- Follow up Press Release w/ Photos to media
- Includes a photo and business name in 2019 Jackson Living
- The Chamber will help as need in facilitation of event

*Event must be planned 3-4 weeks ahead of time to take full advantage of benefits

**Make us a Co-Host on your Facebook event for more reach

Please choose an event options:

BASIC

PREMIER

Please Fill Out & Return

Business Name & Name of Main Contact for Event: _____

Date Option 1: _____ Date Option 2: _____

Event Start Time: _____ Event End Time: _____ Ribbon Cut Time: _____

Address: _____

Phone Number: _____ Email: _____

*Ribbon Cutting must be M-F during business hours.

**This form MUST be turned into Sarah@ JacksonChamber.org for your Ribbon Cutting to be official.

