



## Ribbon Cutting Information Packet

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*Congratulations! You must be celebrating the opening of a new business or the expansion/relocation of an existing business in Altavista, Campbell County, or the surrounding area! We are excited for your success and value the opportunity to help you mark this important occasion! We hope the following information is helpful to you. Please contact the Chamber office at 434.369.6665 with questions.*

What is a Chamber ribbon cutting?

**A ribbon cutting is the ceremonial opening of a new or newly-renovated/relocated business. It can launch a business's first day of business or it can take place after the business has a soft opening. Yes, you actually cut a ribbon! Each business decides where they would like to cut their ribbon. The most common location is across the main entrance of the building but it can take place at another location inside the business, especially during inclement weather.**

**Because a ribbon cutting marks a very important moment in the business's history, it is also a great photo opportunity. Each business chooses the group of people they want assembled for their photo. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those who attend. In the past, business owners have used the time to publically thank those who have helped to make their business aspirations a success. They also take the opportunity to talk about their business' products and services.**

What are the benefits of holding a Chamber ribbon cutting?

**By hosting a ribbon cutting, you can:**

- **Announce your ribbon cutting on the Chamber's website calendar**
- **Begin or enlarge a potential customer base**
- **Familiarize the public and Chamber members with your physical location**
- **Familiarize the public and Chamber members with your products/services**
- **Generate possible leads from attendees**
- **Have your business's ribbon cutting photo and cutline sent to local media outlets**
- **Introduce both the public and Chamber members to your business**
- **Publish a photo of your ribbon cutting in the Chamber's E-Newsletter, Chamber's Facebook page, and in the Altavista Journal**

What does the Chamber charge to conduct a ribbon cutting?

**We provide the service absolutely FREE!**



What does the Chamber do for my ribbon cutting?

**The Altavista Chamber will gladly:**

- **Arrive at your location early to go over the outline of the event**
- **Bring the official ribbon-cutting scissors**
- **Invite Chamber members, local officials and the media**
- **List your ribbon cutting on the Chamber's website and social media**
- **Provide you the ribbon**
- **Publish a photo of your ribbon cutting in our monthly e-newsletter**
- **Send the photo of your ribbon cutting and a cutline to local media outlets**
- **Take a photo of your ribbon cutting and email it to you afterwards**
- **Welcome attendees and speak at your ribbon cutting**

What do I do for my ribbon cutting?

**We ask you to carefully consider and determine:**

- **Your date and time.** After many ribbon cuttings, mid-day draws the best crowd. Typically, Tuesday and Thursday work best for attendance. We are sorry, the Chamber cannot promise assistance with ribbon cuttings on weekends or holidays.
- **Who will cut the ribbon?** The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like!
- **Your remarks or speech.** This is done as everyone gathers around the ribbon and just before the ribbon is cut.
- **Other details to enhance your event.** Refreshments, drinks, door prizes, and decorations are all optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting.
- **Organize a separate PR campaign.** If you would like to invite the general public, you should explore other advertising avenues to ensure greater success.
- **Complete and return the Chamber's Ribbon Cutting Registration Form.** This form is included in the packet.



Who will attend my ribbon cutting?

**The Chamber will automatically invite the Chamber's membership, media and local officials by sending them a Ribbon Cutting Notice two-week's before the event and a reminder the week before.**

**While we'll list your ribbon cutting on our website calendar, we encourage you to conduct your own PR campaign to increase attendance and awareness of your business's opening. You should also consider inviting your partners, financiers, contractors, employees, customers, friends, and family to be with you to celebrate this momentous occasion in your business' history.**

What have other businesses done to make their ribbon cuttings and/or grand openings unique?

- **Conducted a separate PR campaign to try and grab media attention**
- **Decorated with balloons, banners, lights, etc.**
- **Given door prizes and other give-a-ways**
- **Given free samples or services**
- **Hosted a live, on-site radio remote**
- **Invited corporate staff from out-of-town**
- **Invited LOTS of clients, employees, and/or board directors from their organization**
- **Offered complimentary beverages/appetizers**
- **Sent a special direct mail piece/invitation to area residents and/or businesses**
- **Sent a special invitation to the entire Chamber membership**

We are excited for you and your business and wish you much success. Remember, the Altavista Chamber is here to help you and your business succeed! Do not hesitate to reach out to us with questions.



## Ribbon Cutting Registration

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### Complete and Return to the Chamber Office

- Ribbon cuttings should be scheduled a minimum of 2 weeks in advance
- Ribbon cuttings are scheduled Monday-Friday between 10am and 3pm

#### Event type (check all that apply):

Grand Opening    Relocation    Remodel    Ground Breaking

First choice of date of event: \_\_\_\_\_

Second choice of date of event: \_\_\_\_\_

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Address of ribbon cutting: \_\_\_\_\_

\_\_\_\_\_

Description of event including special door prizes, event only offers, etc.: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Please email or fax to:

Altavista Chamber  
[info@altavistachamber.com](mailto:info@altavistachamber.com)  
fax:434.369.0068

<b>Office use only:</b>	
_____	Date received
_____	Chamber member
_____	Website Updated
_____	Notice Scheduled
_____	Reminder Scheduled
_____	Photo sent to media