



Ribbon Cutting Guidelines

RIBBON CUTTING PROCEDURES

- For only **\$250 or \$200**, Chamber members will receive help with planning and hosting your ribbon cutting ceremony.
- Available days and times are Monday through Thursday at either 11:30 a.m. or 4:30 p.m. One ribbon cutting per week, first come, first served.
- One month notice is required for scheduling your ribbon cutting.

DOES YOUR BUSINESS QUALIFY?

Ribbon cuttings are only held for Chamber members businesses that meet the following criteria:

- You are a new member to the Chamber (RC ceremony must be held within 12 months of joining).
- You have relocated your business within the last 6 months
- You are breaking ground for a new building*.
- You have not had a ribbon cutting in the last 12 months.
- Ribbon cuttings are not available to members who pay dues quarterly or monthly.

**Groundbreakings will only appear in the Business Connection*

YOUR RESPONSIBILITIES

Payment for ribbon cuttings must be received one week prior to your ribbon cutting ceremony.

- Send personal invitations to your business acquaintances- clients, vendors, friends, etc.
- Have an “elevator” speech ready for your business. You will be asked to provide the Chamber Action Team info about your business and introduce staff and invited guests.
- Serving refreshments is optional. Please do not feel the need to do this unless you are blending this event with an open house and plan to service food to those guests.
- Plan for your photo. Do you want it taken inside or outside? Please plan to include your sign or logo.

CHAMBER RESPONSIBILITIES

- The Chamber will schedule a city official to attend.
- The Chamber will invite the Chamber Action Team members to add additional people support to your photo (10-20 people).
- Time allotted for the ceremony is fifteen minutes.

THE AGENDA

- The official performing the ribbon cutting honors will say a few words after the ribbon has been cut. The Chamber will present a plaque.
- You will be asked to say a few words about your business and take time to introduce your staff.
- The Chamber Action Team will introduce itself.

THE VALUE

- **5x5.5” or 5x3.5” ad space** in the Sunday Republic Business section, with circulation to over 28,000 readers
- Ribbon cutting to be listed in the monthly Chamber eNewsletter, which collectively goes out to over 1,500 subscribers
- Post on the Chamber Facebook page leading up to the ribbon cutting, and the Chamber web site calendar



To schedule your Ribbon Cutting, please contact Melissa at 812.379.4457 or melissa@columbusareachamber.com