

# Ribbon Cutting Guidelines

The McLean County Chamber of Commerce is always pleased to celebrate business success and special events. Ribbon cuttings and groundbreakings are important to your business, and it is important to us that we help our members with these important events, provided they meet our specified guidelines.

Ribbon cuttings are conducted at no cost to our members for the following events:

- Grand opening of a new business
- Celebration of a milestone anniversary (5yr, 10yr, 25 yr, etc.)
- Celebration of a ground breaking
- Celebration of a relocation or major expansion/renovation

## Date/Time Selection

- Ribbon cuttings are subject to availability. We typically hold ribbon cuttings on Tue/Wed/Thurs at 11:00am or 4:00pm provided they do not conflict with any other Chamber activity/event.
- Give yourself plenty of preparation time and the Chamber enough notice. Three to four weeks' notice will allow for optimum Chamber participation.

## Chamber promotion of your Ribbon Cutting/Groundbreaking

- The Chamber will send out an email invite to the Chamber Board of Directors, Chamber Staff, Chamber Ambassadors, local elected officials, and media.
- Your Ribbon Cutting date will be on the McLean County Chamber of Commerce calendar and be announced in our Monday Morning Coffee email to the entire membership the week prior and the week of your event (provided there is enough notice).

## Event agenda

- On the day of the ribbon cutting/groundbreaking, we will arrive with the ceremonial ribbon and scissors. A Chamber representative will give opening remarks and make introductions of any VIPs.
- Your business representative will be introduced to make any remarks.
- The group will pose for the camera, and after the pictures are taken, the ribbon will be cut.
- A framed certificate will be presented to commemorate the event.

## Additional Suggestions

- Invite your own customers/clients/family/friends.
- Time appropriate refreshments are appreciated, but not required. If you need a caterer, be sure to check the McLean County Chamber of Commerce website directory at <http://www.mcleancochamber.org/members/member-directory>
- Have plenty of brochures, business cards, or promotional items available for your guests.
- Have a drawing or give-away. Winning a sample of your product or a gift certificate is great exposure for your business.