



BATTLE CREEK AREA  
CHAMBER OF COMMERCE

# RIBBON CUTTING CELEBRATIONS

## FAQ's

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## *What is a Chamber Ribbon Cutting?*

A Ribbon Cutting is the ceremonial opening of a brand-new or newly-renovated relocated business that has opened within the last six months. It can inaugurate organizations first day of business or it can take place weeks after the business' soft opening. Because the Ribbon Cutting marks a very significant moment in the business' history, this is also a great photo opportunity. The ceremony itself gives the business owner or manager a chance to say a few words to those gathered. Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does.

You must be a new or current Chamber member in good standing (including dues paid) for the Battle Creek Area Chamber of Commerce to participate in your Ribbon Cutting.

## *Who qualifies for a Ribbon Cutting?*

The Chamber of Commerce is available to assist with your ceremony if your business has:

- Opened its doors within the past six months
- Moved to a new location due to expansion
- Has been remodeled or has expanded its current location
- Is celebrating a milestone anniversary
- Groundbreaking



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## *What are the benefits of holding a Chamber Ribbon Cutting?*

By hosting a Ribbon Cutting, you can:

- Introduce both the public and Chamber members to your business
- Announce your Ribbon Cutting in all Chamber publications
- Familiarize the public and Chamber members with your product/services
- Familiarize the public and Chamber members with your physical location
- Begin a customer base
- Generate leads and sales from attendees
- Publish a photo of your Ribbon Cutting in the Chamber's newsletter, The Shopper and Scene Magazine

## *Is there a cost to have the Chamber participate?*

- There is no charge for Chamber Members in good standing (including dues paid).
- If you are not a Chamber member in good standing there is a small fee for the Chamber to participate - \$50 fee for potential members based on availability.

## *Is the Ribbon Cutting my business' event or a Chamber event?*

This is your event. The Chamber will gladly assist you with the following:

- Notifying the Chamber's Board of Directors, Ambassadors, and Chamber Members of your Ribbon Cutting, encouraging their attendance
- Invite local officials on your behalf (upon request only)
- List your Ribbon Cutting on the Chamber's calendars and social media
- Promote and publish the event in all Chamber publications as well as contact the media for coverage
- Chamber President will provide congratulatory remarks
- Send a press release to the local media
- Provide a list of Chamber member caterers
- Bring the "giant scissors" and ribbon
- Take official pictures at the event and publish the photo in publications
- Provide you with copies of the photos for your use



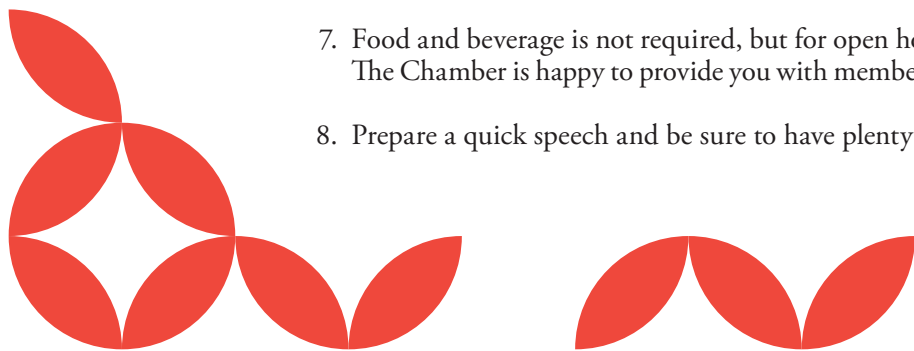
# RIBBON CUTTING CELEBRATIONS

While the Chamber will extend the above mentioned invitations and list your Ribbon Cutting on all of our media outlets, we strongly encourage you to conduct your own PR campaign to increase the attendance and awareness of your business's opening. You should also consider inviting your business partners, financiers, contractors, employees, customers, friends, and family to be with you to celebrate this momentous occasion in your business's history. Please understand that you should not rely solely on the Chamber to attract your audience.

## *What do we do?*

Because your Ribbon Cutting is your event, there are no set rules. To make your event successful, carefully consider the following:

1. Schedule your event using our Ribbon Cutting Reservation Form at least two weeks in advance. Tuesday, Wednesdays, and Thursdays are usually best days during the week for business people, not earlier than 8:00 a.m. and avoiding later evening functions unless this is the type of business you have. We're sorry; the Chamber cannot assist with Ribbon Cuttings on weekends and holidays.
2. Determine 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.
3. Who will be in the photo(s). Some businesses will take multiple photos with various groups of people before actually cutting the ribbon. Photos might include employees, family, Chamber members, business partners, and Ambassadors for example.
4. Your remarks or speech. This is usually done when everyone is gathered before cutting the ribbon. This is where less is more, the shorter the better.
5. Invite everyone you know! Invite your family, friends, past, current and potential customers, business associates (including your accountant, banker, and property owner) suppliers, your employees, the media, neighboring businesses, and government officials.
6. Consider having giveaways, especially logo items that guests can take back to their offices. The Chamber is happy to provide you with members who can help you create gifts.
7. Food and beverage is not required, but for open house events, it makes a nice touch. The Chamber is happy to provide you with members who can help you with catering.
8. Prepare a quick speech and be sure to have plenty of marketing materials available.



# RIBBON CUTTING

## RESERVATION FORM

Pre-Registration with the Chamber for Ribbon Cutting Celebrations is required with two weeks advance notice. Events are scheduled based upon availability during business hours only (M-F 9 a.m. – 5 p.m.).

Submit all changes in writing to [office@battlecreek.org](mailto:office@battlecreek.org)

Tell us what type of event you're planning (Circle all that apply):

Renovation    Grand Opening    Ground Breaking    Milestone    Anniversary    Relocation

Event Day: \_\_\_\_\_ Event Date: \_\_\_\_\_

Time of Ribbon Cutting: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

Address of Ribbon Cutting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe your Celebration: (write two or three sentences to describe your Celebration including special promotions/products available to attendees or Chamber members, open house hours, open to the public, etc.):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### *What will you need from the Chamber (Please Circle)?*

Big Scissors & Ribbon    List of Local Media Contacts    List of Chamber Member Caterers

Chamber membership mailing labels - \$100 complete list. You'll be contacted for a credit card as prepayment is required.

Please mail or email this form and allow 48-72 hours for processing. Thank you.

