



# Ribbon Cutting

## Guidelines

Hosting a ribbon-cutting ceremony is a great way to bring attention to a business. It could be for a grand opening, relocation, remodeling, expansion, or anniversary. And if you are not in a "new" situation, a customer appreciation event is another great way to get publicity.

The Brookville Area Chamber of Commerce would love to assist you in holding either of these events. The guidelines below will help you prepare.

### SET A DATE & TIME

Look at least two weeks out to allow for the calendars of attendees. This also gives enough time to publicize the event. Call Angie at 937-833-2375 to confirm a date and time.

### PROVIDE SNACKS

This is a great addition to the event, but certainly not required. Please plan whatever fits best within your budget and vision of the event.

### LET PEOPLE KNOW

Invite potential and current customers, suppliers, employees, families, neighboring businesses, and anyone else you think should attend.

### TYPICAL AGENDA

- Opening comments by Chamber Representative
- Comments from you or your company representative
- Ribbon cutting and photo
- Networking/Social Time/Refreshments

### THE CHAMBER WILL:

- Post on Social Media to notify members and community.
- Encourage city/township officials to attend
- Distribute a press release created by your organization for the event.
- Provide scissors and ribbon
- Distribute photo to Brookville Star and include on social media page/.