



Chamber Ribbon Cutting – Grand Openings

Thank you for your investment in the tri-county area community!

Celebrate your new business or new location by hosting a Ribbon Cutting/Grand Opening –
a complimentary service of the TriCounty Area Chamber of Commerce.

The Chamber will supply:

- ✓ Red ribbon and giant scissors
- ✓ A photo, taken by the Chamber, of the ribbon cutting will be published in Chamber section of the *Route 422 Business Advisor*, Chamber's monthly email newsletter, and added to the Chamber's social media. A news release will be submitted to the Chamber's media contacts
- ✓ Framed photo commemorating your ribbon cutting delivered week after event.

The Chamber will invite:

- ✓ Chamber Ambassadors – these volunteers from Chamber Member businesses hold the ribbon and are included in the photo
- ✓ The Membership (if you would like us to) - Event details can also be placed on the Community Calendar of Events on the Chamber website

Ideas for you to consider to make your event a success: (Check off as you prepare for your event!)

- Celebrate – it's a party! Choose a theme that fits with your business and/or the time of year for your event. Decorate with balloons, etc. for a festive feel to the event.
- Post your event details on Social Media.
- Welcome attendees and share the story of your business.
- Recognize your VIP guests and thank them for attending. You may want to ask them to make brief remarks about your company. A Chamber Staff Member will make announcements if you prefer.
- Send a pre-event press release to local media. (Templates are available.)
- Your ribbon cutting will be the first time many people enter your business. Consider giving tours or demonstrations, discounts on products and services, hand out marketing materials including brochures, price lists and/or sample products that will encourage your guests to become customers.
- Provide refreshments at your discretion. Some businesses only have time to cut the ribbon and then get back to business, while some provide light refreshments for the event for a longer period of time.

People you might want to consider inviting:

- Anyone who may have been involved in the opening of your business (i.e. contractors, realtors, suppliers, vendors)
- Customers / Clients / Staff/ Neighbors
- Local Elected Officials – a list of local legislators can be provided (municipal, county, state, and federal elected officials)
- Local Media – **Reading Eagle:** Andy Andrews, 610.371.5080, aandrews@readingeagle.com;
Evan Jones, 610.371.5066, ejones@readingeagle.com

The Mercury: Donna Rovins, 610.323.3000, drovins@pottsmmerc.com

- Family & Friends

(Please see reverse side)

Ribbon Cutting Ceremony

Please fill out this form and return to the Chamber

Company Name _____

Main Contact Name _____

Phone _____ Email _____

Address of Ribbon Cutting Location

Tell us about your business (summary will be used in post event press release):

Date of Event _____ Time of Event _____

Additional information for the Chamber to know:

I would like a list of Chamber Member Caterers to help plan my event.

Additional questions to help the Chamber prepare:

Are you coordinating with another event (grand opening, open house, refreshments provided, etc.)? Do you have an agenda (please share your plans with us) for the event to prepare our Ambassadors if they will need to budget time beyond just the ribbon cutting?

Want the Chamber to share the Ribbon Cutting Ceremony details with the entire Chamber Membership? If yes, do you have an invitation the Chamber can use?

Would you like us to contact you regarding additional assistance you may need?

Is it OK for us to share your contact information with local media prior to event? _____ YES _____ NO

(Contact information for the Chamber below)