



RIBBON CUTTING GUIDELINES

GUIDELINES

Ribbon Cuttings (RC) are for significant events at your business such as New Business, Anniversary, New Ownership, Relocation or Renovation/Expansion.

SCHEDULING

RC events may only be scheduled Tuesday - Thursday from 10am - 4:30pm for Connect & Grow Investors and Monday - Friday 10am - 4:30pm for Build Investors and above. The Chamber will not schedule the same day as other Ribbon Cuttings and cannot be held after 5 PM, on weekends or on holidays. Events are scheduled based upon availability and *pre-registration is required with three weeks advance notice.*

AGENDA

- A Chamber representative will welcome everyone and introduce the owner/manager as well as Chamber Board & Staff, Ambassadors, and elected officials in attendance.
- Business owner is given the opportunity to explain the business.
- Chamber representative will make remarks
- Gather around a red ribbon and scissors (Chamber provides these items).
- Photos taken by Chamber staff and posted on social media and listed in our Digital Newsletter.

WHAT TO SAY AT A RIBBON CUTTING

- Reason for Ribbon Cutting.
- Short overview of services.
- Quick history of the business.
- Introduce staff/ officers/ board members / construction teams/ family/ anyone who played a key role.

HELPFUL TIPS

- It's a time to celebrate and food is a great way to get people to stick around & mingle. Don't break the bank by going overboard - the important thing is to introduce people to your business. We see everything from finger foods and snacks to catered, hot food. Totally up to you!
- Short and Sweet. No one wants to be gone from work for long, so keep it simple.
- Promote and market through your own social media, invite family & friends, advertise, etc.
- Be creative by putting your personal touch on things to make it memorable!
- DO NOT stress about it - they are meant to be FUN! We want you to come away feeling the support of the Chamber and the business community.
- Outdoor photos are typically best to incorporate your logo / sign / marquee.
- SMILE for a practice shot during the RC photo. This is followed by the '3..2..1' countdown and CUT!

STAY CONNECTED WITH US





RESERVATION FORM

**COMPLETE THIS FORM AND RETURN TO THE CHAMBER OFFICE.
PLEASE ALLOW 24 TO 48 HOURS FOR PROCESSING. THANK YOU!**

- Pre-registration for ribbon cuttings is required with three weeks advance notice.
- RC events may only be scheduled Tuesday - Thursday from 10am - 4:30pm for Connect & Grow Investors and Monday - Friday 10am - 4:30pm for Build Investors and above.
- Ribbon Cuttings cannot be held after 5 PM, on weekends or on holidays or on the same day as other ribbon cuttings.
- Please submit this completed form to info(@bastropchamber.com or turn in to the Chamber office.

Purpose for Ribbon Cutting:

New Business Anniversary New Ownership Relocation Renovation / Expansion

Requested Date

Requested Time

Company

Contact Name

Phone Number

Email Address

Address for Ribbon Cutting **Note: Ribbon cuttings can be held at the Chamber office for those without a storefront or office)*

Are you a member of the Elgin Chamber? YN Are you a member of the Smithville Chamber? YN

If you're a member of another Chamber, do you want this promoted as a joint ribbon cutting? YN

Please describe any additional activities that will be taking place (i.e.: Grand Opening, Open House, Special Promotions, etc.) Please be as specific as possible.

Signature

Date