Scheduling a Ribbon Cutting

Ribbon Cutting ceremonies are the perfect way to celebrate a:
Grand Opening - Expansion - New Location - Rebranding - Anniversary

At the Chamber we are happy to help you coordinate your Ribbon Cutting ceremony. Please keep in mind the following:

- Time: The best time to schedule a Ribbon Cutting is on a Monday-Friday between the hours of 9am-4pm. This ensures that someone at the Chamber, as well as, Town/City officials can attend. Night time and weekend events are difficult because of other professional/personal commitments.
- Coordinating with the Town/City: The Chamber will call the Town/City to coordinate with them and invite officials to attend.
- Supplies: The Chamber bring ceremonial scissors and a large red ribbon for you to cut.
- Marketing & Promotion: The Chamber will assist you in promoting your Ribbon Cutting. This can be open to the public or small and intimate with only invited guests. That's entirely up to you.

Preparing for your Ribbon Cutting:

- Think about who you would like to attend your Ribbon Cutting. You can keep it small or make it a big event. This includes inviting the local media. (A great way to do this is by writing and issuing a Press Release.)
- The best spot to cut the ribbon is in front of a sign, door, wall or window that has your company name or logo. This makes for a great photo opportunity.
- Consider designating someone to take photos of the ceremony for you.
- Think about who you would like to be in the photo with you. The business owner or manager will be the person who actually holds the scissors and cuts the ribbon. Town/City officials and any State legislators in attendance should also be invited to join you. You may also want to include the Chamber, family members or staff. Please keep in mind that two people will have to hold the ends of the ribbon.
- You may want to have a short speech prepared to say to your guests after you cut the ribbon.
- Some businesses like to provide refreshments and a tour for their guests. This is not a requirement and is up to you.

GREATER LOWELL CHAMBER OF COMMERCE

www.greaterlowellchamber.org

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