



# Ribbon Cutting

Congrats on opening your business!

We've been a part of many Ribbon Cuttings and can attest to the excitement that they hold! Whether it's a large affair or simply a photo op, no part of your business venture marks such a significant milestone. It deserves a celebration! We all know the hard part is the work that comes after your doors are open. For now, take a moment to reflect on what led you here. It takes a certain type of person to venture into entrepreneurship!

We honor your spirit every day at the Chamber. It's what we do, and we want to see you succeed!

#### Do:

- Schedule the event when the people most important to your business, whether it is a business partner, CEO, community person, supervisor or family member, can attend.
- Schedule a minimum of two weeks in advance to allow potential attendees to plan for your event.
- Invite guests to your event including staff, family, contractors, potential clients, etc.

#### Businesses Should:

- Extend invitations to your contacts for the event.
- Plan to address those in attendance and give a brief overview of your business and your business story.
- Plan to give a tour of your facility for those in attendance.
- Plan for adequate parking and cleared entrances to the building.
- Consider refreshments, promotional items, door prizes, etc. at your discretion.

#### Don't:

- Rely completely on our promotions for attendance. Our history shows events with the highest attendance have extended personal invitations.
- Overthink your remarks or speech. We love to hear your story in an authentic way!
- Forget to enjoy the event! Stop to take it all in. Meet new people and build new relationships.

#### The Chamber Will:

- Promote your ribbon cutting via social media one week & the day prior to the event.
- Invite chamber leadership & members via email
- Provide complimentary ribbon, bows, and large scissors
- Emcee the event by providing remarks on behalf of the Chamber
- Take photos of your Ribbon Cutting.
- Share the press release & photos with the Pulaski Citizen as news (and free advertisement for you).

Need mailing labels for invitations or a list of caterers? We're happy to help! Give us a call with anything we can assist with to help make your event successful!