



Ribbon Cutting Information

Opening, relocating, or expanding a business is a very exciting time, and the Kennebec Valley Chamber of Commerce is pleased to provide the planning and marketing for your ribbon cutting event. Please consider the items below:

Planning:

Chamber Staff will invite local elected officials, chamber board members, and chamber member ambassadors. For this reason, we ask for **at least four weeks** to coordinate schedules.

Your business provides the following at least 3 weeks prior to the event:

- A short biography of your organization as well as the name of the person who will cut the ribbon and speak on behalf of the business during the ceremony (typically owners). Please include anything special happening at the event (ex: refreshments provided, tours, etc.).
- Social medial handles (this is how we tag you).

The Chamber provides:

- Staff to take photos, red ribbon, and ceremonial scissors day of event.

Logistics:

- Chamber staff will arrive 10 minutes prior to your ribbon cutting to connect and decide where you'd like to do the ribbon cutting (inside vs. outside). Everyone in attendance will gather behind the ribbon and the Chamber President & CEO will welcome and congratulate your business, then let the person speaking on behalf of the business say a few words. The Chamber will then count down to cut the ribbon while staff takes photos.

Marketing:

The Chamber will provide a graphic for you to utilize to promote the Ribbon Cutting at least two weeks prior to your event. One week prior to your ribbon cutting, the Chamber will post on Facebook with the graphic and details of the Ribbon Cutting. You are welcome to share that post! After the Ribbon Cutting, the Chamber will do a post with photos from the event on Facebook, Instagram, and LinkedIn. The Chamber will tag your business and you're welcome to share posts!

It is strongly encouraged for you to send out invitations to customers, friends, and supporters of your business if you wish to have a larger event. The chamber will bring approximately 5 individuals including staff and board members.