



## **2024 RIBBON-CUTTING CEREMONY PACKET**

Congratulations! If you are reading this, you must be celebrating the opening of a new business, an anniversary, or the expansion/relocation of an existing business in the area. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion.

### ***WHAT IS A CHAMBER RIBBON CUTTING?***

A ribbon cutting is the ceremonial opening of a brand-new, newly renovated, or relocated business. It can take place on the first day of the first day of business or weeks after the business's soft opening. The Chamber also considers ribbon cutting requests for renovation/expansion and anniversary celebrations. We provide these services complimentary to Chamber members.

The most common location is the main entrance of the building, but it can also be stretched across another important location within the business, especially during inclement weather. Businesses without a physical location can opt to have the ribbon cutting at the Chamber office or during a networking event.

### ***WHAT ARE THE BENEFITS OF HOLDING A CHAMBER RIBBON CUTTING?***

Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity. Each business chooses the group of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered.

Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what unique things their business has to offer or share any specials or upcoming events they have. Please limit your speech to 3 minutes.

You must be a new or current Chamber member in good standing with the Greater Anna Chamber of Commerce to help coordinate your ribbon cutting.

### ***WHAT DOES THE CHAMBER DO FOR MY RIBBON CUTTING?***

The Greater Anna Chamber of Commerce will gladly invite the Chamber Ambassadors, Board of Directors and local government officials to attend, promote your event through our online calendar, Facebook page, and electronic newsletter. We arrive at your location with ribbon and official ribbon-cutting scissors, welcome attendees and introduce you at your ribbon cutting, as well as take photos and share them with you and to local media representatives following the event.

### ***THINGS TO CONSIDER***

**WHO** will cut the ribbon? The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.

**WHEN** will the event be held? We find that Tuesday – Thursday, mid-day over the lunch hour, or early evenings draw the largest crowds. We cannot assist with events scheduled outside these times.

**HOW** you can maximize this program. Consider sending a special invitation to your clients, offering a drawing or raffle to collect business cards to build your database.

**THE TYPICAL RIBBON CUTTING EVENT WILL LAST ONLY 15-30 MINUTES.** Refreshments, drinks, door prizes and decorations are optional and up to you. Keep in mind, however, that ribbon cuttings are typically short and sweet.

# 2024 RIBBON-CUTTING REQUEST FORM

- Chamber Ribbon Cuttings must be scheduled at least two weeks in advance.
- Requests will be taken on a first-come basis and will not be considered without this form.
- The Chamber can only host two ribbon cutting per week.

## EVENT INFORMATION

Event Type:  Grand Opening  Relocation  Anniversary  Expansion/Renovation

Event Days:  Tuesday  Thursday

Event Times:  12pm-12:30pm  5:30pm-6pm

Requested Date: \_\_\_\_\_

Alternate Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Location Address: \_\_\_\_\_

Description of Event (*including special door prizes, event-only offers, etc.*): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who is speaking for your company (*please include names and titles*):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PHOTO REQUESTS

Consider who you want to be in the photo. Typically, owners, executive staff, and/or board members will cut the ribbon.

Who will be holding the scissors? Name/Title \_\_\_\_\_

The ribbon will be held by one of the ambassadors so the employees and the guest can be in the picture.

**Please email or mail this form to:**  
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Greater Anna Chamber of Commerce  
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Anna, TX 75409

**Office Use Only:**