



Chamber Ribbon Cutting/ Milestone Celebrations

Thank you for your investment in the tri-county area community!
Celebrate your new business, new location, or milestone with a Ribbon Cutting Celebration,
a complimentary service of the TriCounty Area Chamber of Commerce.

The Chamber will supply for **NON-Members**

- ✓ Red ribbon and giant scissors.
- ✓ A Chamber representative will join your Ribbon Cutting event to help stage a photo of your ceremony.
- ✓ Framed photo commemorating your ribbon cutting delivered the week after event.
- ✓ Your event details can also be placed in the Community Calendar of Events on the Chamber website.

The Chamber will supply for **TIERS Members:**

The Chamber will supply all of the above, PLUS...

- ✓ Celebrate – it's a party! The Chamber will bring balloons for a festive feel to the event.
- ✓ The Chamber can design a marketing piece for your event.
- ✓ The Chamber will post your event details on the Chamber's social media platforms.
- ✓ The Chamber will send a pre-event press release to local media.
- ✓ The Chamber will provide light refreshments at your discretion. Some businesses only have time to cut the ribbon and then get back to business, while some provide light refreshments for the event.
- ✓ The Chamber will invite Local Elected Officials, per your request.
- ✓ The Chamber will invite Local Media – **The Reading Eagle** and **The Mercury**, per your request.

The Chamber will supply for **Members:**

All items supplied to non-members, PLUS...

- ✓ Chamber Ambassadors (volunteers from Chamber Member businesses) invited to your special event to hold the ribbon and be included in the photo, at your request.
- ✓ The Membership can also be invited.
- ✓ The Chamber will share your Ribbon Cutting photo on the Chamber's social media platforms.
- ✓ The Chamber will share your Ribbon Cutting photo on its website.
- ✓ Your photo and business information will be included in the Chamber's monthly Membership email newsletter.
- ✓ The Chamber will write and send a news release to its media contacts after your celebration.

People you might want to consider:

- Your ribbon cutting will be the first time many people enter your business. Consider giving tours or demonstrations, discounts on products and services, hand out marketing materials including brochures, price lists and/or sample products that will encourage your guests to become customers.
- Your agenda should include: someone to welcome the attendees at your event, tell the story of your business, recognize your VIP guests, and thank them for attending. You may want to ask the VIP guests to make remarks.
- Invite anyone who may have been involved in the opening of your business (i.e. contractors, realtors, suppliers, vendors).
- Invite Customers, Clients, Staff, Neighbors, Family, and Friends.

(Please see reverse side)

Ribbon Cutting/ Milestone Celebrations

Please fill out this form and return to the Chamber

Company Name _____

Proposed Date of Event _____ Proposed Time of Event _____

Main Contact Name _____

Phone _____ Email _____

Address of Ribbon Cutting Location _____

Tell us about your business (summary will be used in post event press release):

Additional information for the Chamber to know (for press release purposes or other):

I would like a list of Chamber Member Caterers to help plan my event.

Additional questions to help the Chamber prepare:

Are you coordinating with another event (grand opening, open house, refreshments provided, etc.)? Do you have an agenda (please share your plans with us) for the event to prepare our Ambassadors if they will need to budget time beyond just the ribbon cutting?

If a Chamber Member, do you want the Chamber to share the Ribbon Cutting celebration details with the entire Chamber Membership? If yes, do you have an invitation the Chamber can use?

Would you like us to contact you regarding additional assistance you may need?

Is it OK for us to share your contact information with local media prior to event? _____ YES _____ NO