

## **Hosting a Ribbon Cutting Ceremony**

Congratulations on having a reason to host a ribbon cutting! Ribbon Cutting Ceremonies are the perfect way to celebrate a grand opening, expansion, new location, rebrand & anniversary. The Erie Regional Chamber and Growth Partnership is truly honored to be a part of your big day. A Ribbon Cutting is a free service provided to you with your membership.

## **Scheduling Your Ribbon Cutting**

- Ribbon Cutting events require a **minimum 2 week notice** for planning purposes.
- These events are scheduled Monday-Thursday mornings/early afternoon for the best chances of getting media coverage (no guarantees). We do not schedule Ribbon Cuttings on holidays and weekends.
- The ceremony itself is brief – approximately 10-15 minutes max.

## **Pre-event Planning & Details:**

- 2 weeks prior to your event, provide us with a jpg version of your logo as well as a brief description of your business, what you're celebrating and any other event related details you would like invitees to know. Email to: [cgross@eriepa.com](mailto:cgross@eriepa.com)
- We will notify media, local elected officials, Chamber board members & Erie Ambassadors (no guarantees on who will attend).
- Leading up to your date, your event details will be shared on the Chamber event calendar as well as our social media pages (Facebook, Instagram & Twitter & LinkedIn).
- The host business is strongly encouraged to invite their customers, suppliers, clients, neighbors, family and friends in attempt to get more support of the celebration. Don't rely solely on the Chamber to get people there. Hosts will have more success if they reach out directly to their circle of contacts.

## **During the Ribbon Cutting:**

- Figure out where you would like to hold the Ribbon Cutting – inside/outside – somewhere that would offer the best photo opportunities.
- Chamber staff will bring the big scissors and ribbon.
- Marketing and membership staff will take photos/videos and say some welcoming words to kick off the ceremony. Other Chamber staff will attend based on availability.
- From your business, designate 2 people to hold the ribbon as well as someone to cut it. You will also need someone to speak briefly on all the good things you have accomplished and what you're celebrating.
- If a tour of your location and refreshments are possible, that's always a nice touch.

**After the Ribbon Cutting:** Your photos, videos & story will be shared on the Chamber Facebook page and Erie Business Brief Blog. You can share/save as you wish!

*To schedule your ribbon cutting contact: Event Coordinator, Colleen Gross [cgross@eriepa.com](mailto:cgross@eriepa.com)*