



RIBBON CUTTING INFORMATION PACKET

Congratulations! If you are reading this packet, you want to take the opportunity to open your doors to showcase your new or expanding business and publicize that you are doing so! We appreciate the opportunity to assist and hope the following information is helpful to you.

WHAT IS A RIBBON CUTTING?

Our *Ribbon Cutting* event gives you the opportunity to publicize your opening, re-opening, or relocation.

The size of the event is up to you:

It could be as simple as setting a date and time for a photo opportunity that will be published in *The Newberry Observer*. If the occasion is an initial business opening, newspaper staff will also include a brief story about your business.

It could be a set time during a scheduled Grand Opening event you are hosting.

These events are typically held during a weekday at a time determined through conversation with Chamber staff.

WHAT ARE THE BENEFITS OF HOSTING A RIBBON CUTTING?

By hosting a Ribbon Cutting, you can:

- Introduce Chamber members to your business.
- Publicize your business within the local community.
- Gain name recognition through listings on the Chamber's website, calendar, social media, weekly e-newsletter, etc.
- Familiarize Chamber members and the community with your products/services.
- Provide an opportunity for Chamber members and the community to visit your physical location.
- Grow your customer base.
- Generate possible leads and sales from attendees and those who heard about it.
- One complimentary ad in *The Newberry Observer*. Please contact their office at 803-276-0625 to take advantage of this offer.

WHAT DOES THE CHAMBER DO FOR A RIBBON CUTTING?

- Invites the Chamber Board, local radio and newspaper, and general membership to attend.
- Lists your event on the Chamber's website, calendar, weekly e-newsletter, and on Facebook – featuring your logo and/or graphics.
- Provides you with a list of caterers, upon request.

WHAT IS THE COST TO HOST A RIBBON CUTTING?

There is no fee to host. Expenses associated with any food & beverage are at the discretion and cost of the host and can be as simple or elaborate as you desire.

WHAT CAN YOU DO FOR YOUR RIBBON CUTTING?

We ask you to consider:

- **YOUR REMARKS OR SPEECH:** This is typically done after you have cut the ribbon. The host's time is around three to five minutes and may include highlighting the service(s) you offer, your story of how you came to be, or recognizing your employees. It is your time to shine.
- **CREATING A UNIQUE EVENT:** Some businesses choose to include a door prize or party favor; however, it is not expected. Hosting a drawing may help you gather business cards to add to your database.
- **SPECIAL INVITATIONS:** The Chamber automatically includes an invitation with your logo via our weekly e-newsletter and creates a Facebook event requesting your business as a co-host. If you wish to design your own invitation and provide it to us in a digital format, please let us know. You are welcome to additionally extend an invitation to your customers or other special guests.
- **WHO WILL ATTEND:** All subscribers to the Chamber's e-newsletter will receive the invite, including our Board of Directors, Ambassadors, and local elected officials; however, we cannot guarantee any particular person's attendance. Typically, three to ten people associated with the Chamber attend the event.

We look forward to working with you should you choose to host a Ribbon Cutting.

You may contact Administrator Liz MacDonald at 803-276-4274 or liz@newberrycounty.org with any questions or interest.