



RIBBON CUTTING GUIDELINES AND REQUEST FORM

Overview

Ribbon Cuttings are a Kent Chamber of Commerce member benefit. They are usually planned for a business' expansion, relocation, grand opening, major anniversary or ground breaking. The following guidelines will assist you in planning a successful ribbon cutting.

Setting the Date

For planning and marketing purposes, ribbon cuttings should be scheduled at least **one month** in advance. To get started you will need to complete the Ribbon Cutting Request Form and provide three date preferences. Once your request form is received, the Chamber will coordinate your date selections with the Chamber calendar and elected official. We will try to accommodate one of your preferred dates. If none of your preferred dates can be accommodated, you will be contacted and asked to provide different dates.

Time

Ribbon cuttings are approximately one hour and we recommend the following time frames:

Tuesday-Thursday – lunch hour (highly recommended) or between the hours of 4-5 p.m. or 5-6 p.m.

The Chamber will not perform ribbon cuttings during the 4-6 p.m. time slot on Fridays but will do a noon Friday event. We strongly suggest you don't plan an event on Mondays. We are unable to provide staff for a weekend ribbon cutting or ask our volunteers to attend weekend events.

The Ceremony

A typical ribbon cutting is approximately one hour. Out of respect for your guests, it is important to start your ribbon cutting on time. Event starts on the hour with the cutting of the ribbon 15-30 minutes into the event. Those who attend will often remain for refreshments, tours and networking if provided.

Special Benefits for Members

The Kent Chamber will secure an elected official from the City, County or State. If you have a friendship with a local elected official and want them there specifically please let us know so we can work to meet your request.

The Chamber will also create press releases for the event and include them in all E-news emails, push the event on our social media and on our website, **www.kentchamber.com**. When hosting a ribbon cutting it is expected that you also publicize the event on all your marketing platforms.

The Chamber will provide the flyer about the event, ribbon and ceremonial scissors for use during the event.

Basic Steps for Planning a Successful Grand Opening

Prepare a 3-5 minute introduction about your business.

Secure your business executives, managers and employees to attend the event. Do not forget to invite your friends, family and loyal customer base to the celebration. Clearly outline and communicate their role in the event such as: speaking at the event, or being prepared to converse with guests about the company and reason(s) for hosting the event. Assign 2 representatives from your company who will be holding the ribbon during the cutting.

Hors d'oeuvres and beverages are usually served at these events and strongly recommended. If doing a noon event, lunch should be provided. If you are having the event catered, you must use a Kent Chamber member. We have a contact sheet of all approved vendors.

We encourage you to have give-a-ways or coupons for your guests. This is highly recommended to bring business back in your door after the event.

RIBBON CUTTING REQUEST FORM

FAX THIS FORM TO 253.854.8567 or EMAIL TO membership@kentchamber.com

Company Information

Company Name _____

Contact _____

Physical Address _____

City _____ State _____ Zip _____

Phone # _____ Fax # _____

Email Address _____

Web Address _____

Preferred Dates

First Preference _____ Time _____

Second Preference _____ Time _____

Third Preference _____ Time _____

Directions

For planning and marketing purposes, ribbon cuttings should be scheduled at least **one month** in advance. After this form is received, you will be contacted by a Chamber representative to discuss the details of your event. Please contact the Business Development Director at membership@kentchamber.com or 253.854.1770 with any questions.