

## Ribbon Cutting Guidelines

The following guidelines will assist you in planning a successful ribbon cutting ceremony. The Thunder Bay Chamber of Commerce provides this as a complementary service in support of the local business community. Ribbon cuttings are usually planned for businesses' expansion, relocation, grand opening, changed ownership/under new management or breaking ground.

### Chamber Ribbon Cutting Kit Contents

The Chamber representation that attends your event will bring:

- Large scissors and ribbon
- Balloons
- Shovel\*
- PA system\*

*\*only if needed*



Equipment donated by Memorial Home Hardware

### Setting the Time & Date

Ribbon cuttings should be scheduled by the 20<sup>th</sup> of the month prior. Choose a date that avoids major conflict with community events or holidays. The Chamber will try our best to support your event with representation Tuesday – Thursday from 9:00am to 4:00pm. Outside these times you may be able to utilize the kit but we cannot guarantee representation. Complete the Ribbon Cutting Request Form by providing two dates and time preferences for your ribbon cutting. Once your request is received, the Chamber will coordinate with you on your date selection and pertinent details to help make your ceremony as memorable as possible.

### Invitations

Although not necessary, attendance at your event might be more successful if you send out an event invitation beforehand. The Chamber will provide you with an announcement in the monthly E-Newsletter as well as inviting on your behalf Chamber board, staff and Committee members. To aide you in inviting the media and/or elected officials a sample media release form is attached. Some additional suggestions of people to consider when creating your invitation list:

- Current, past and potential customers
- Family and friends
- Suppliers
- Your employees and their guests
- Those who helped you get started: Banker, Accountant, Lawyer, Realtor, etc.
- Neighbouring business people

## **Refreshments**

Providing time-appropriate refreshments is very well received. For example; during a morning event it is nice to offer coffee, tea, juice, bagels or pastries. While during a lunch or evening event offering light hors d'oeuvres or finger foods is appropriate. If you chose to provide refreshment please let us know and we will promote it in our invitations.

## **The Ceremony**

A typical ribbon cutting lasts approximately thirty minutes. Out of respect for your guests, it is important to start your ceremony on time.

The following is a typical ceremony:

10:00 a.m. Guests arrive

10:10 a.m. Brief speeches by Company Representative and Recognition of Special Guests

10:20 a.m. Gather group for pictures

10:25 a.m. Ribbon Cutting

10:30 a.m. Refreshments, tours, mingling/networking, etc.

## **Questions**

We are here to help and want to see you succeed in business and become a viable asset to the Thunder Bay business community! If you have any additional questions, please do not hesitate to contact us at 624-2625.

## RIBBON CUTTING REQUEST FORM

The Mission of the Thunder Bay Chamber of Commerce is to serve the membership by providing leadership and influencing effective change for a healthy business environment.

Please provide the following information so that we may arrange a Thunder Bay Chamber of Commerce ribbon cutting for your business. For more information, review the Ribbon Cutting Guidelines, available on the Chamber website: [www.tb-chamber.on.ca](http://www.tb-chamber.on.ca).

**Name of Business** \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Contact Names and Titles \_\_\_\_\_

\_\_\_\_\_

E-mail address \_\_\_\_\_

Phone Number \_\_\_\_\_ Alternate Number \_\_\_\_\_

Fax Number \_\_\_\_\_ Website \_\_\_\_\_

### 1st Choice (Please review ribbon cutting guidelines before choosing a date)

Date \_\_\_\_\_ Time \_\_\_\_\_

### 2nd Choice

Date \_\_\_\_\_ Time \_\_\_\_\_

**EVENT DETAILS TO PROMOTE**

<b>Activity</b>	<b>Yes/No</b>	<b>Details</b>
Refreshments		
Entertainment		
Tours of facility		
Will you be open for business during ribbon cutting ceremony?		
Will someone from the company speak briefly about business?		
Will any corporate VP's be present?		
Will any vendors be present?		

**Any Questions for Us?**

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**By signing this request form for a ribbon cutting, I know that I will be contacted to coordinate and finalize plans.**

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Fax completed form to 807-622-7752.**

**Thanks for being an active member of the Thunder Bay Chamber of Commerce!**