

# RIBBON CUTTING GUIDELINES



## ABOUT RIBBON CUTTINGS:

One of the most exciting events for a business is celebrating an important milestone. The chamber would be delighted to help you celebrate. To benefit from a chamber ribbon cutting, your business must be a current investor at the Principal level or above and have one of the following occur in the last twelve months:

**Open for business**   **Moved to a new location**   **Expanded at present location**   **Rebranded or name changed**

The following guidelines will assist you in planning a successful ribbon cutting celebration. Please read through this information as it will answer the majority of your questions. You are encouraged to attend another investor's ribbon cutting prior to your own to see the process and meet some Ambassadors. For a complete list of upcoming ribbon cuttings, check out our events calendar on our website.

### DATE & TIME

- Ribbon Cuttings are scheduled on Tuesdays, Wednesdays, or Thursdays at 4:00 p.m. as long as there is not another chamber event on that day. The chamber will schedule a maximum of two ribbon cuttings per week to ensure the best turnout at each event. Ribbon Cuttings must be scheduled at least two weeks in advance, but no further out than sixty days before the event. Please review our events calendar on our website the scheduled calendar for possible available dates. Please note that there may be some chamber events that have not been added to the calendar yet.

### INVITATIONS

- This is your party, so you are encouraged to invite any additional guests that you want to attend. Consider inviting potential/current customers, suppliers, employees, key government officials, media outlets, neighboring businesses, friends and family, and business associates. Send invitations at least two weeks prior to your event and be sure to identify directions and parking instructions for your guests. The chamber does not take RSVPs for Ribbon Cuttings, however, the event will be promoted in chamber communications. To invite Round Rock city council members email them at their individual email addresses listed [HERE](#).

### RIBBON & SCISSORS

- The chamber provides the giant scissors and Chamber logo'd ribbon and the chamber Ambassadors will attend. You will need to determine who will cut the ribbon beforehand. Children should not stand next to the scissors during the cutting. Unfortunately, the chamber cannot loan out scissors for use at separate events.

### PHOTOGRAPHY

- The chamber does not provide the photography of the event, but you can arrange to have someone take photos if you would like. Search the chamber's Business Directory for possible photographers. During the event, chamber staff will help coordinate with your photographer to ensure a good group photo. After the photo, all attendees will be encouraged to sign your cut ribbon as a memento for you to keep.

### FOOD & BEVERAGES

- Hors d'oeuvres and beverages are typically served by the host. This is your event, so make it as grand or as simple as you like. It can be as simple as soft drinks and cookies or as elaborate as catered food and music. Alcohol is up to you. If you are going to hire a caterer, we encourage you to use a chamber investor. Search for caterers on the business directory on our website.



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## EVENT PUBLICITY

- The Chamber will promote your ribbon cutting in the weekly newsletter, The WiN, which is sent out to all chamber investors. The chamber will also invite the Ambassadors and chamber staff to your event. Your ribbon cutting will also be listed on the Chamber website. If you promote your event on social media and/or take a photo at the event and post it on social media, feel free to tag the Round Rock Chamber. Don't forget to Like and Follow the Round Rock Chamber's social pages so we can see when you tag us!

## THE CEREMONY

- **4:00 PM** – Guests arrive (out of respect for your guests, it is important to start your ribbon cutting on time).
- **4:10 PM** – Chamber Ambassador chair or vice chair will welcome guests and introduce your business. Then you or your representative will have a few moments to give remarks.
- **4:15 PM** – Cut ribbon (you may choose to photograph the event).
- **4:20 PM** – Refreshments, tours, networking. End by 4:45 p.m.

## SCHEDULE

- To schedule a ribbon cutting in the Round Rock area, please complete the information in the Ribbon Cutting Request Form on our website. Requested dates are approved in the order the forms are received.