



# Ribbon Cutting Reservation Form



## What is a Chamber Ribbon Cutting?

A ribbon cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business that has opened within the last six months. It can inaugurate an organization's first day of business or it can take place weeks after the business' soft opening.

Because the ribbon cutting marks a very significant moment in the business' history, this is also a great photo opportunity. The ceremony gives the business owner or manager a chance to say a few words to those gathered. Business owners have used this time to publicly thank their financial backers, employees, friends and family, and/or business partners. They also take the opportunity to talk about what their business does.

## Have You (What Qualifies as a Ribbon Cutting):

- Opened your business within the past six months?
- Moved to a new location due to expansion?
- Remodeled or expanded in its current location?
- Celebrating a milestone/anniversary?
- Groundbreaking?

## What are the Benefits of Holding a Chamber Ribbon Cutting?

By hosting a ribbon cutting, you can:

- Introduce both the public and Chamber members to your business
- Announce your ribbon cutting on the Chamber's website & social media page
- Familiarize the public and Chamber members with your product/services
- Familiarize the public and Chamber members with your physical location
- Begin a customer base
- Generate leads and sales from attendees
- Publish a photo of your ribbon cutting in the Chamber's newsletter

## Is the Ribbon Cutting My Event or a Chamber Event?

This is your event. The Chamber will gladly assist you with:

- Attendance by Chamber Board and members.
- Invite local officials on your behalf.
- List your ribbon cutting on Chamber's social media sites.
- Providing congratulatory remarks.
- Bring the "giant scissors" and ribbon.
- Take pictures at the event and publish a photo in our newsletter.
- Develop and release of a Chamber Press Release specifically announcing your event.

We strongly encourage you to conduct your own PR campaign to increase the attendance and awareness of your business's opening. Consider inviting your business partners, financiers, contractors, employees, customers, friends, and family to be with you to celebrate this occasion.

**Please understand you should not rely solely on the Chamber to attract your audience.**



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Tell us what type of event you are planning:

- Renovation
- Grand Opening
- Ground Breaking
- Milestone Anniversary, Specify: 1<sup>st</sup>, 5<sup>th</sup>, 10<sup>th</sup>...? \_\_\_\_\_
- Relocation

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

Company Name \_\_\_\_\_

Address of Ribbon Cutting \_\_\_\_\_

Contact Name \_\_\_\_\_

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

Email \_\_\_\_\_

Describe your Event (write 2-3 sentences to describe your celebration, including special promotions to attendees or SACC Members, hours, open to the public, for example). **Write as you wish it to appear in the Chamber's communications (newsletter, website, social media)**

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**Please Mail this form to SACC, POB 156, Sherman, IL 62684**

Email: [info@shermanilchamber.org](mailto:info@shermanilchamber.org) ♦ Visit us at: [www.shermanilchamber.org](http://www.shermanilchamber.org)



- Received date: \_\_\_\_\_
- Chamber member in good standing
- Event confirmed
- Photo of event sent for newsletter

TURN OVER FOR ADDITIONAL INFORMATION