



RIBBON CUTTINGS & Grand Openings



Free Chamber Member Benefit!

The Greater Columbus Georgia Chamber of Commerce conducts Ribbon Cutting Ceremonies as a service to Chamber members. Ceremonies can be performed by themselves or as a part of an open house or grand opening. The Chamber is happy to help! Below is all the information that you will need to plan your event.

WHO QUALIFIES:

Current Members of the Greater Columbus Chamber of Commerce who are:

- in the first year of opening a business
- in the first year of purchasing an existing business
- an existing business that has moved to a new location

WHAT THE CHAMBER DOES:

- Provides the “giant scissors”
- Provide 4” wide red ribbon (company may provide their own ribbon)
- Event promoted on Chamber Event Calender
- Included in upcoming events email notifying members of your event
- Attends the event and takes pictures—photos emailed to you upon request
- Post photos of the event to our social media
- Publicizes the event with a photo in the next edition of the Membership Newsletter
- Publishes photos to the ribbon cutting photo gallery on our website

WHAT THE COMPANY DOES:

- Coordinates with Membership Department, on the date and time of the ribbon cutting (typically Monday - Friday, between 10am and 4pm)
We're sorry; the Chamber cannot assist with ribbon cuttings on weekends and holidays.
- Invite Special Guest
While the Chamber will promote the event on all places listed above, we strongly encourage you to conduct your own PR campaign to increase the attendance and awareness of your business's opening. *You should also consider **inviting the Mayor (contact information-page 3), City Officials, financiers, contractors, employees, customers, friends, and family** to be with you to celebrate this momentous occasion in your business's history. **Please understand that you should not rely solely on the Chamber to attract your audience.***
- Provide refreshments for those in attendance (optional)
- Provide door prizes
- Prepare an agenda (sample agenda included)

HOW IT RUNS:

Sample Ceremony Agenda:

- Company Representative welcome guests
- Introduction of Special Guests/VIPs in attendance
- Introduction of Company President or Manager
- Congratulatory remarks
- Intro on the company—done by a company rep—talk about your new business and what it does, or tell about your new or second location—give your operating hours, introduce staff, etc.
- Cut the Ribbon—usually done by dignitaries and head of company rep—some choose to have all employees do the cutting (the more, the merrier)
- Invite everyone to come tour your facility, refreshments, etc.

KEEP IN MIND:

- The further ahead you contact us, the more publicity we can give your event
- Keep in touch with Chamber as your plans progress
- If you've asked for RSVP's, people will typically wait until the last minute, or will show up without responding to the RSVP
- If parking will be an issue, please let us know where you would like guests to park so we can inform them in advance.

WHAT CAN I DO TO MAKE IT GREAT?

- Send a special invitation to the whole Chamber membership (mailing list provided upon request)
- Send a special direct mail piece/invitation to area residents and/or non-member businesses
- Create a press release and send to local media (media contact list provided)
- Invite clients, employees, and/or board directors from their organization
- Invite corporate staff from out-of-town corporate headquarters
- Invite anyone who has helped with your business (bankers, contractors, etc.)
- Offered complimentary appetizers and beverages
- Invited sports or business mascots and superheroes in costumes

Mayor's Contact Information:

Columbus Mayor Teresa Tomlinson regularly attends ribbon cutting ceremonies. If you would like the mayor to attend your event please contact her office directly.

Sara Lim
Public Information Officer and Calendar Clerk
Mayor's Office
Columbus Consolidated Government
(706) 225-3167
slim@columbusga.org

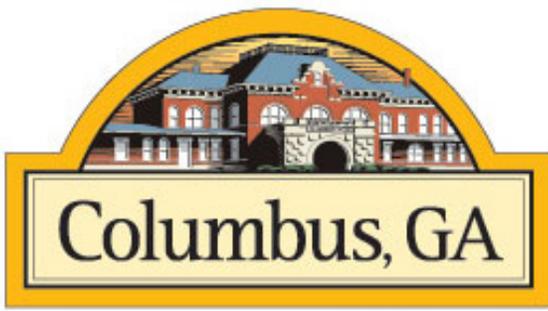
Ribbon Cutting Check List

- ___ Fill out the Ribbon Cutting Information sheet and return to Andy at the Chamber (aluker@columbusgachamber.com or Fax 706.327.7512)
- ___ Coordinate with Andy at the Chamber about date and time
- ___ Contact Mayor's office requesting attendance
- ___ Create Invite list and send invitations (printed or digital)
- ___ Prepare agenda for the event (see previous page)
- ___ Plan refreshments, tours, door prizes, etc.
- ___ Send agenda out to Chamber and key people two days before event
- ___ Day of: Enjoy seeing people come out and experience your business for the first time and *HAVE FUN!*

This is an exciting day for your business and we are honored to be a part of it

Thank you!

Contact aluker@columbusgachamber.com with any questions



CHAMBER OF COMMERCE

What progress has preserved.



Ribbon Cutting Information

CIRCLE: Ribbon Cutting Grand Opening Groundbreaking Open House

DATE OF EVENT: _____

TIME: _____

ORGANIZATION: _____

STREET ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE (include area code): _____

WEBSITE ADDRESS: _____

*CONTACT PERSON: _____

*CONTACT EMAIL: _____

TYPE OF BUSINESS: _____

CIRCLE: New Relocated Other

ORGANIZATION INFORMATION or ATTACH NEWS RELEASE

Please return to the Membership Department
aluker@columbusgachamber.com or Fax 706.327.7512