



RIBBON CUTTING REQUEST INFORMATION SHEET

Congratulations! As a member of the Enterprise Chamber of Commerce you are entitled to a Ribbon Cutting/Grand Opening event to celebrate and promote your business! This exclusive opportunity is just one of the benefits provided to our members, at no additional cost to you! We appreciate your support and the opportunity to drive new foot traffic to your location.

HOW DO I REQUEST A RIBBON CUTTING?

*To better serve you and create a successful experience with adequate promotion time, we request that you submit your request in writing **at least 3 weeks** prior the date requested via our Ribbon Cutting Request Form. Ribbon Cuttings can be scheduled **Monday through Friday from 8:30 a.m. to 4:30 p.m.** (*Attendance is usually best Tuesday – Thursday, between the hours of 10 a.m. and 2 p.m.)*

WHAT ARE THE BENEFITS OF HOSTING A RIBBON CUTTING?

Ribbon Cuttings are a great way to announce your company's Grand Opening, Expansion, Relocation and/or announce your new membership with the Enterprise Chamber of Commerce. As a Chamber event, your company will be featured in the following promotions:

- Advertised event through our Enterprise Chamber Facebook page. **Our page currently has over 13,000 followers and has reached over 275,000 in the past year.*
- Advertisement in our weekly e-newsletter at least 2 weeks prior to the event date. **Current distribution list is over 2,000 subscribers.*
- Free posting to our community calendar on our website at www.EnterpriseAlabama.com. **Our webpage had over 24,000 visits in the last year.*
- The Chamber will send invitations to local media outlets such as newspaper, radio, and television stations, for opportunity to be featured in their publications and broadcasts.
- Opportunity to meet local officials, business and community leaders, and other Chamber Members.
- Opportunity to promote your products/services to a captive audience and grow your customer base.

WHAT ELSE DOES THE CHAMBER DO FOR A RIBBON CUTTING?

- Invite the Chamber Board of Directors, Chamber Ambassadors, local officials, general membership, local media, and area queens and encourage attendance.
- Have a member of the Chamber's team provide opening and congratulatory remarks and honor you with a framed certificate from the Enterprise Chamber to commemorate your special day.
- Stream the event live on the Enterprise Chamber Facebook page and publish so that you can share to your own digital forums.
- Photo package - including candid photographs of event shared to Chamber's social media outlets.
- Provide you with a list of local catering members for refreshments (*upon request).
- Bring the scissors and the ribbon to facilitate your ribbon cutting!

WHAT DO I NEED TO DO FOR MY RIBBON CUTTING?

- Complete the ribbon cutting form and return to the Chamber at least 3 weeks prior to date requested.
- Promote your event! Some recommendations would be to:
 - Share event from the Chamber's Facebook page (multiple times).
 - Invite guests (customers, family, friends, etc.) by sending personal invitations. (*A mailing list of Chamber members can be provided upon request).
- Provide all pertinent company information, content, digital graphics, flyer, etc. to the Chamber at least 2 weeks prior to the confirmed event date. The more eye-catching the better! Be sure to include any promotions, tours, entertainment, etc., so guests know what to expect.
- Though not required, light refreshments are a great way to encourage guests to stay and mingle a little longer. *(*Expected attendance usually between 15-30).*