



Ribbon Cutting Ceremony Planning Guide



Why should I host a Ribbon Cutting?

Ribbon cuttings are an excellent way to publicize your business or organization. Any business moving to a new location, remodeling its facility, under new ownership or new management, launching a new product or service qualifies for a ribbon cutting ceremony as long as that business is a member in good standing of the Kinston-Lenoir County Chamber of Commerce.

Who may request a Ribbon Cutting? How is it requested and scheduled?

- Only chamber members are eligible to hold ribbon cuttings
- A ribbon cutting request form must be submitted to the Chamber at least 3 weeks prior to the date of your ribbon cutting. This allows for maximum exposure and promotion of your event.
- You will be contacted by the Membership Director to confirm your event

What does the Chamber do?

- Send out an eBlast to our list of over 1,300 member representatives inviting them to your ribbon cutting
- Provide an official ribbon cutting with bows, ribbon and official Chamber of Commerce scissors
- Takes photos for our newsletter, website, and Facebook page. If requested, you may receive a copy of the photos taken
- Facebook live video will be taken, boosting visibility of your business or organization
- Arranges for the Chamber President, Board Chairperson, Board Members, City/County Officials and Chamber Ambassadors to attend. (attendance may vary due to scheduling)
- Prepares the agenda for a short program which includes the business owner or representative of your choosing.
- The program and ribbon cutting photo from start to finish last around 20-30 minutes, however, attendees may stay longer to network and check out your business

Host Responsibilities:

- Schedule the date of the event. Ribbon cuttings are held on Tuesdays and Thursdays at 11 a.m. and must be scheduled 3 weeks in advance to maximize attendance and avoid scheduling conflicts
- Provide background information on your company and write a short summary of what you do, your mission, reason for holding a ribbon cutting, location and hours of operation. Please email this summary to epassailaigue@kinstonchamber.com when you schedule your ribbon cutting to prevent delays
- Invite your employees and their families. We want to showcase your business and that includes your people!
- Consider offering a discount on merchandise purchased the day of the ribbon cutting or other promotion to draw attendees
- Provide light refreshments. While not required, refreshments are recommended. It encourages attendees to stay around longer, networking, and gives you more time to connect with potential customers. If you have the event catered, you must use a chamber member.
- If your business or organization does not have a physical location or feel your business would not be suitable for the ceremony, you may use the Chamber office free of charge

We are here for you during this process. If you have any questions, please contact us at 252.527.1131

Ribbon Cutting Ceremony Request Form

Today's Submission Date: _____

Reason for holding the ribbon cutting: _____

Company Name: _____

Location of ribbon cutting: _____

Contact Person: _____ Phone: _____

Email: _____ Website: _____

Background and short summary of your business or organization:

Ribbon Cuttings are held on Tuesdays and Thursdays at 10 or 11 a.m. We can make exceptions, but please be aware it is more difficult to get attendees outside of these times for Ribbon Cuttings.

Please list your potential dates (Tuesdays & Thursdays) at least three weeks away from today's date, and desired time of day.

#1) _____ Time: _____

#2) _____ Time: _____

#3) _____ Time: _____

*Ribbon Cutting dates should be set at least 3 weeks in advance.

The KLCCC desire is to give you and your business the best possible exposure for your event. We will check the Community Calendar on the Chamber website, the staff's calendars, and as best we can, pay attention to any other huge local event that may conflict with your chosen time. If we cannot meet your request for one of the three times listed above, the Chamber will work directly with you to schedule a time that will give you the best opportunity for exposure and attendance at your Ribbon Cutting. The KLCCC will confirm with you the exact date/time/location for your Ribbon Cutting via phone and/or email.

Return to:

Erin Passailaigue, KLCCC-Membership Services at epassailaigue@kinstonchamber.com

Hand-deliver or mail to 301 N. Queen St. Kinston, NC 28501