

Ribbon Cutting Guide

Member Benefits

- 5x5.5” ad space in the Saturday Republic Business section as well as 10,000 digital impressions on Digital Aim Media (over \$900 in value)
- Event listed in the monthly Chamber e-newsletter which collectively goes out to over 1,900 subscribers.
- Posted on the Chamber Facebook page and website calendar leading up to the ribbon cutting.

Member Responsibilities

- Payment of \$325
- Send personal invitations to your business contacts, clients, vendors, family, and friends.
- Have an “elevator” speech ready for your business.
- Plan for your photo. Do you want your photo taken inside or outside? Please plan to include your sign and/or logo.
- Serving refreshments is option.

Chamber Responsibilities

- Schedule an official from the city to attend.
- Send invite to the Chamber Ambassadors and Board of Directors, in addition, to being in the e-newsletter.

Agenda

- Ceremony starts at 4:30pm
- Time allotted for ceremony is 15 minutes.
- The official performing the ribbon cutting will say a few words after the ribbon has been cut and member presented a plaque.
- You will be asked to say a few words about your business and take time to introduce yourself and staff.

A few quick things:

- Mayor is invited to all Ribbon Cuttings. If she is not able to attend, someone from the City will come in his place.
- We send out an invite to our Chamber Ambassadors and Board members one week before the ribbon cutting. This is roughly 300 people invited on our end.
- Please invite anyone you want to attend as well. Business associates, clients, family, and friends.
- Ribbon cutting attendance can vary, however on average, around 20 or so Ambassadors attend plus our staff and someone from the City. You can expect any number from 30 to 60 or more depending on your guest invites as well.

Pre-Marketing:

- With the \$325 fee, you will receive 10,000 digital impressions through TheRepublic.com that will run the week of your ribbon cutting, promoting the event. They typically use a photo of your business logo for this ad.
- We will include your ribbon cutting information in at least one/two upcoming weekly e-newsletters as well as have your event included on our website and member information center.
- Two to three days before your Ribbon Cutting, we record a quick 30 - 45 second video at your place of business (outside in front of the business) and post this on Facebook, tagging you in the video as well. This video is a quick invitation and brief description of your business.

Post-Marketing:

- We reserve ad space the Saturday after your Ribbon Cutting in The Republic Business section. This ad will include a photo and brief description of your business.
- We post a photo of your ribbon cutting on our Facebook page after the event and tag your business. We currently have over 3,600 followers on our Facebook page.

Quick rundown of the ceremony:

- We will gather everyone to pose for photos as promptly as possible at 4:30 – 4:35pm. We typically do this in front of the store so we can get your business signage in the photo as well.
- Once photos are taken, the ribbon is cut. Cindy Frey, President of the Chamber will say a few words & will present a plaque.
- The Mayor (or city official) will say a few words. After the Mayor, it is your turn to say a few words. Please be sure to take this time to share everything you want the audience to walk away with knowing about your business.
- The ceremony itself only lasts 12- 15 minutes. It is completely up to you if you want to serve any type of refreshments but is by no means a requirement. The positive to this is, it does encourage people to stay a little longer and creates more conversation and networking.