

## RIBBON CUTTING & GROUNDBREAKINGS

A ribbon cutting or groundbreaking is the perfect way to celebrate a business milestone. Chamber staff members are happy to help you celebrate the following:

- **New business**
- **New/remodeled facility**
- **New location**
- **Business rebranding**
- **Construction groundbreaking**

Event assistance is available to chamber members for \$250.

Not a member, but want to join? Visit [daytonchamber.org/join](http://daytonchamber.org/join).



To learn more, visit [daytonchamber.org/services/ribbon-cuttings-groundbreakings](http://daytonchamber.org/services/ribbon-cuttings-groundbreakings).

### THE CHAMBER WILL PROVIDE

- Emailed invitation to chamber volunteers & our Board of Trustees.
- Emailed invitation to the appropriate elected officials.
- Press release to local media outlets.
- Event post on the Event Calendar at [daytonchamber.org](http://daytonchamber.org).
- Ceremonial scissors & chamber-branded ribbon.
- Staff member to speak at the event on behalf of the chamber.

### YOUR ROLE:

- Set the time & date of the event - coordinated with the chamber to avoid event conflicts.
- Prepare an agenda with speakers from your business.
- Provide decorations and refreshments.

### HELPFUL HINTS

- Give yourself plenty of preparation time. Chamber members typically like to see an event on the calendar 3-4 weeks ahead.
- Keep in touch with the chamber as your plans progress and if you have any questions.
- Keep in mind that people typically wait until the last minute to RSVP and will sometimes show up without registering at all.
- Consider using balloons or signage outside to help attendees locate the building/event.
- Have plenty of brochures, business cards, handouts, or promotional items available to help attendees get to know and remember your business.
- Remember that the media is unpredictable. Whether they attend your event depends on many factors, and breaking news may change their plans to cover your event at a moment's notice.
- Your agenda should include an introduction for each of the speakers and congratulatory/thank you remarks.
- Consider allowing a chance for guests to tour your new space.