



**Congratulations on your new endeavor! Here at the Knoxville Chamber, we are delighted to celebrate with our investors on their accomplishments. Whether you are celebrating a groundbreaking, ribbon cutting, or anniversary, the Knoxville Chamber will be your partner in planning the perfect event.**

A ribbon cutting ceremony is an important part of your overall marketing plan for launching a new business endeavor. It allows the local business community the opportunity to become acquainted with your business leaders and services. The Knoxville Chamber can assist you in planning, preparing, and executing your ribbon cutting. The chamber will provide the ribbon, giant scissors, and digital photography for the ribbon cutting portion of your event.

Please allow at least 3 to 4 weeks to organize the details of your event. When planning your event, please pick a date during a weekday between the hours of 8:30 AM and 4:30 PM. People generally anticipate spending no more than thirty minutes at a ribbon cutting, so plan your event agenda accordingly.

When developing the list of who to invite, consider inviting potential/current customers, suppliers, contractors, employees, elected officials (a list can be provided by the Chamber), neighboring businesses, friends and family, and business associates. If you are utilizing the Knoxville Chamber Connector or Promoter package for your event, you will receive labels for all the investor businesses in your zip code. We encourage you to send a basic invitation to your guest list a week to 10 days in advance, although two weeks would be preferable. Make sure to include who, what, when, where, and why on your invitation. While we encourage you to send a press release invitation to the media for your event, please note that there are many ribbon cuttings and groundbreakings and it is difficult for them to cover them all. It is a good idea to send a press release invitation at least 10 days in advance to members of the media with a follow-up press release (with photo) after the event.

Most event hosts serve light refreshments during an open house following the ribbon cutting ceremony. It is your decision whether or not to provide food, but we encourage you to keep it simple. For a morning event, coffee, juices, fruit and/or pastries are common. For a lunchtime event, remember most people are spending their lunch hour with you. A light sandwich or buffet style lunch is appreciated. For mid to late afternoon events, finger foods are appropriate. Alcohol is only appropriate at late afternoon events in most cases. Don't forget to provide sufficient plates, cups, napkins, trash cans, and other supply items if you choose to provide refreshments.



## **SAMPLE RIBBON CUTTING CEREMONY AGENDA:**

At the designated event time, a Knoxville Chamber team member will welcome everyone and say a few words. He/she will serve as the master of ceremonies.

If one or both of the mayors are present, the M/C will introduce them (or their designate) to speak and introduce dignitaries present. If the mayor(s) are not present, the M/C will recognize any dignitaries present.

Following the elected officials, the M/C will introduce the business owner/representative.

The business owner/representative will take 1-3 minutes to introduce their staff, give a history and/or description of the business, and invite the attendees to tour/see the facility and get refreshments (if they are offered) after the ribbon is cut.

At this time, a Knoxville Chamber team member will direct the business representatives, and elected officials to line up for photos and the ribbon cutting. A Chamber team member will take three different photos during the event, two posed and one candid as the ribbon is cut.

Everyone is then invited to network, tour/see the facility, and enjoy refreshments (if you are offering this).

If necessary, please be sure to block the two parking spots in front of your building so that no one parks their car where we will be speaking, taking pictures, cutting the ribbon, etc.

## **SAMPLE PRESS RELEASE:**

### **YOUR LOGO HERE**

For additional information, contact: \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email/Website \_\_\_\_\_

### **DATE**

### **FOR IMMEDIATE RELEASE**

COMPANY NAME will celebrate the grand opening of its new location with a ribbon cutting ceremony performed by the Knoxville Chamber on DATE at TIME. The new location/store is located at ADDRESS. Members of the media are invited to the grand opening and ribbon cutting celebration. Light refreshments will be served.

[Include a paragraph about the company and the product/service offered. Try to include unique, differentiating information about the company. You may also want to include the hours of operation, number of locations and/or employees for the business. Information about the owner and/or manager is also helpful information.]

