



## **RIBBON CUTTING SERVICES**

An exclusive benefit of partnership with VISIT Lake Geneva is the opportunity to host your own ribbon cutting celebration. Ribbon Cuttings can be effective promotional tools for the grand opening of your new business, celebrating an addition, renovation, or new feature, or celebrating a business milestone or special event. This resource will be helpful as you begin planning for a successful Ribbon Cutting Event.

### **THE PARTNER BUSINESS AGREES TO:**

- Provide digital logo to VLG for promotional purposes no later than 10 business days prior to event.
- Plan desired additional activities, promotions, tours, samples, door prizes, giveaways, refreshments, and designate business staff to coordinate these activities.
- Choose a business representative to introduce themselves and your staff and tell the story of your business.
- Design a flyer for the event, create a Facebook event, run ads on social media, post flyers if wanting to promote beyond scope of VLG partnership (see below).
- Send invitations to your guest list including family, friends, business associates, current clients that you would like to be in attendance.
- Consider having a sign-in sheet for guests, or collection spot for attendees to drop business cards for follow-up.
- Consider sharing photos on social media and tag Visit Lake Geneva on LinkedIn, #mylakegeneva on Facebook or Instagram
- Consider writing a pre-event press release using attached template, if outside media attention is desired. \*

### **VISIT LAKE GENEVA AGREES TO:**

- Invite Partners, local media, board members, ambassadors, state and local government representatives.
- Promote Ribbon Cutting in VLG Partner Bulletin and Private Partner Facebook Group, and on the Partner Event Calendar.
- Provide Ribbon, Ceremonial Scissors and Party Popper.
- Provide welcome address by VLG President/CEO and provide introduction of Business, Board members and dignitaries.
- Take photos and share with Partner, if requested.
- Post details of the event and the business on LinkedIn including special promotions being offered following the Ribbon Cutting.
- Send thank you cards to dignitaries in attendance. (Partnership Manager)
- Draft and distribute media brief with photos to local media outlets.

To ensure the greatest participation of Visit Lake Geneva staff and Board members, as well as State and local dignitaries, Ribbon Cuttings may be scheduled weekdays (Monday-Thursday) between 10am and 4pm. Ribbon cuttings may not be scheduled during the following major Holidays (including the day just prior and after): New Year's Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Friday after Thanksgiving, Christmas Eve or Christmas Day, New Year's Eve.

Ribbon cutting requests must be made a minimum of two weeks prior to first date choice. Please indicate your top three choices for dates and/or times below. VLG will make all reasonable effort to accommodate your requests in the order they are ranked:

1. Date \_\_\_\_\_ Time \_\_\_\_\_
2. Date \_\_\_\_\_ Time \_\_\_\_\_
3. Date \_\_\_\_\_ Time \_\_\_\_\_

**As a Partner of Visit Lake Geneva, I understand that a Ribbon Cutting event is a complimentary benefit of partnership and agree that:**

- My ribbon cutting event is a joint effort between VLG and my business.
- I will make every effort to make our ribbon cutting a successful and fun event for all who attend.
- If I need to cancel or reschedule our event for any reason, I will notify Visit Lake Geneva at least 48 hours in advance to make alternative arrangements.

Signed \_\_\_\_\_ Dated \_\_\_\_\_

Please complete and this return document to Visit Lake Geneva at 527 Center Street or via email to Christi Hunter, Partnership Manager to expedite: [christi@visitlakegeneva.com](mailto:christi@visitlakegeneva.com).