



### **Ribbon Cutting Fact Sheet**

Ribbon cutting events are a great way to bring people together to celebrate new business, business anniversaries, new owners, or new renovations or construction. Ribbon cuttings are a member benefit and you must be a Watkins Glen Area Chamber member to work with us for these events.

Ribbon Cutting Ceremonies typically last 1 hour and are complimentary for Chamber members. While the Chamber will assist with ribbon cutting promotion, we strongly encourage you to conduct your own PR campaign to increase attendance and awareness of the event. Don't worry, we'll prepare you!

#### **By hosting a ribbon cutting, you can:**

- Introduce Chamber members and the community to you and your business.
- Announce your ribbon cutting on the Chamber's event calendar.
- Receive free publicity in the Chamber e-newsletter, On Point.
- Familiarize the public and Chamber members with your products/services.
- Develop a new customer base or strengthen your existing base.

#### **The Watkins Glen Area Chamber of Commerce will:**

- Help you secure speakers for the event.
- Notify local officials on your behalf.
- Provide promotion of event in the Chamber e-newsletter, On Point.
- Send a press release to the media. Media attendance is not guaranteed.
- List your ribbon cutting on the Chamber's online calendar.
- Create a Facebook event for the ceremony.
- Provide you with graphics to share on your own social media.
- Bring the scissors, ribbon and PA system. Please have access to an outlet.

#### **Scheduling Information:**

- Ribbon cutting ceremonies must take place on a **Tuesday, Wednesday or Thursday**. If this is not possible, we can work together on another time.
- We offer two time slots for Ribbon Cutting Ceremonies. **A morning slot from 11:00-12:00pm and an afternoon slot from 4:00 – 5:00pm.**

#### **You will need to:**

- Provide a location. Parking should be considered.
- Provide drinks and snacks. This is optional but encouraged. It is a great idea to theme your refreshments with your business and we are happy to help you brainstorm ideas.
- Identify a wish-list of speakers.
- Discuss event and business with the Chamber marketing team. They will briefly interview you for information for a press release.

**Questions?** Contact Marketing Engagement Coordinator Alyssa Denger at [Alyssa@watkinsglenchamber.com](mailto:Alyssa@watkinsglenchamber.com) or by calling 607-535-4300.