

Suggestions for Holding a Ribbon Cutting or Groundbreaking Ceremony



Ribbon Cutting and Groundbreaking ceremonies are a reflection on your business. Make yours run smoothly by considering and planning each detail of the event. These items should include:



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A. Location. Plan where the ribbon cutting or groundbreaking will take place. Visible signage that readily identifies the business typically makes for better photos.

B. Speakers. Know who is going to speak at the event and what they are going to say. Make an agenda and stick to it. A sample can be found on the second page.

C. Necessities. The Chamber will provide ribbon and large ceremonial scissors for cutting and/or shovels, depending on the ceremony.

D. Marketing. Depending on your budget, produce an invitation to send via mail or email. The Chamber will send a press release to local media. You should consider inviting current or potential customers, vendors, etc. Also, provide details to the Chamber for inclusion in our weekly email newsletter. Chamber staff will invite local elected officials.

E. Photography. Hire a professional photographer or identify an employee to take photos. Help them out: pose before cutting the ribbon or shoveling the dirt. Submit a photo to the Chamber for inclusion in the weekly email newsletter.

F. Food/Beverages. These are optional, but can help make an event. You may even want to serve lunch.

G. Door Prizes, Souvenirs and Coupons. These are optional, but memorable. At the very least, hand out brochures, business cards or other information about your business.

H. Tours. Show off your business! Give attendees a chance to see your business and meet employees.

Sample Ribbon Cutting or Groundbreaking Agenda

- I. **Welcome (by event emcee)**
 - A. Introduce self and welcome guests
- II. **Introductions (by event emcee) & Guest Speeches**
 - A. Introduce County/City Officials (if present) – determine ahead of time if the officials would like to speak
 - B. Introduce your company representative and others you'd like recognized
- III. **Ribbon Cutting/Groundbreaking – determine who will cut ribbon or participate in shoveling prior to the event**
 - A. Take photos
- IV. **Tours/Refreshments – Optional**



What We Can Do to Help Make Your Event a Success



I. Need scissors or shovels? The Chamber will provide large ceremonial ribbon cutting scissors or gold shovels for groundbreakings.

II. Want to invite Chamber members? If received early enough, ribbon cutting and groundbreaking invitations can be included in the Chamber's email newsletter that is distributed to 3,500+ Chamber members and contacts. Email your event details to: communications@hillsboroughchamber.com.

III. Want to invite elected officials and media? The Chamber can send a press release to area media outlets announcing your ribbon cutting. The Chamber will also contact elected officials on your behalf.

IV. Do you desire some after-event publicity? A photo of your ribbon cutting or groundbreaking can also be included in the Chamber's email newsletter. Email photos to: communications@hillsboroughchamber.com.

V. Need additional guidance? If you have questions as you plan your event, we'll be happy to offer suggestions or guidance: 919.732.8156.