



How To: Host a Ribbon Cutting or Groundbreaking Celebration



menomonie area
CHAMBER & VISITOR CENTER

EVENT CHECKLIST!

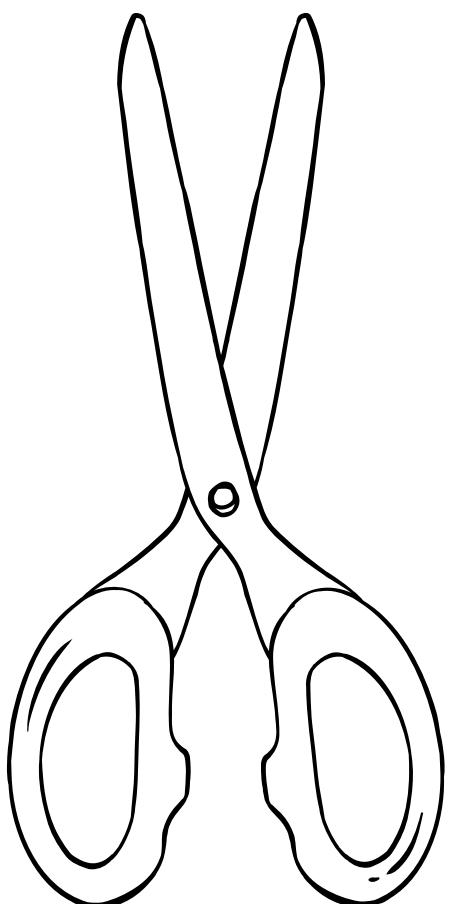
What is a ribbon cutting?

A ribbon cutting is the ceremonial opening of a brand-new business, newly renovated business, relocation, groundbreaking, anniversary, or other major milestones for a business.

You must be a Chamber member in good standing (dues paid) for the Menomonie Area Chamber & Visitor Center to promote and participate in your celebration.

Benefits of a Chamber Ribbon Cutting or Groundbreaking

- Introduce the public & Chamber members to your business
- Invitations for your event are sent to the Chamber's email list, including elected officials
- Press releases are generated to enhance media exposure with local news outlets
- Your event receives a listing on the Chamber website
- Introduce the community to your product(s) or service(s)
- Begin or expand the business customer base
- You will be provided with the photo taken by the Chamber staff during your event
- Event photos are posted on the Chamber's social media platforms, boosting your exposure



Ribbon Cutting Benefits by Membership Tier

A ribbon cutting or a groundbreaking is YOUR event. The Chamber staff is here to support you with the following:

- Distribute event press release
- List your event on our social media platforms & website
- Invite the community. This includes Chamber Board members, Ambassadors, Committee members, and membership investors
- Invite elected officials and local media
- Provide event remarks
- Design event promotional images
- Furnish the BIG SCISSORS, ribbon, three golden shovels (groundbreaking), speaker system with microphone, confetti cannons, and podium all upon request
- Record the Ribbon Cutting or Groundbreaking Ceremony for social media platforms
- Photograph the event ceremony
- Assist with any questions you may have

Your membership tier determines the marketing benefits for your ribbon cutting or groundbreaking!

Benefit	Value	Champion & Signature	Catalyst	Convener	Connector	Classic
Facebook Event	\$50	x	x	x	x	x
Newsletter pre-event promotion	\$100	x	x	x	x	x
Newsletter post-event promotion	\$100	x	x	x	x	x
Press Release	-	x	x	x	x	x
Post-event social post video	\$150	x	x	x	x	x
Chamber Website Calendar	-	x	x	x	x	x
LinkedIn Event	\$50	x	x	x	x	
Cross Post on Explore Menomonie (if applicable)	\$150	x	x	x		
Tagged in monthly Chamber calendar social media post	\$150	x	x			
Business After Hours Announcement - Verbal	-	x	x			
Website banner ad that is active for 30 days before event	\$150	x				
Social media post video promo before event	\$150	x				
Total Value	-	\$1,050	\$750	\$600	\$450	\$400

Marketing opportunities are available! To learn more about additional marketing opportunities, email marketing@menomoniechamber.org or call the chamber office at (715) 235-9087.

To reserve your groundbreaking or ribbon cutting, email info@menomoniechamber.org

What are the host responsibilities?

Your business is the host of this event. Make it yours!

The Chamber is here to help you. However, we strongly encourage you to take some of the following suggestions into consideration. Conducting your own PR campaigns to increase awareness is highly suggested. Please note, that you should not rely solely on the Chamber for your audience or event festivities.

Host responsibilities include:

- Designate a contact person who will communicate with the Chamber
- Give a quote for a press release, or write your own, and send it to the Chamber
- Finalize details before promoting the event, ensure the Chamber and the host are on the same page
- Run ads on social media
- Send email & paper invitations
- Invite clients, employees, friends, family, contractors, and past, present, and future customers
- Order banners and signage, if you choose
- Consider offering branded giveaway items or having door prizes
- Designate a speaker/speakers for the event
- Consider giving guided tours, product demos, etc., if possible
- Food and beverages are not required but are recommended, they add a nice touch! Please contact the Chamber team to ensure you are in compliance for food and beverage safety.
- Have a sign-in sheet for guests with a line for email addresses
- Send thank you emails/notes to attendees, speakers, and special guests



Ribbon Cutting Frequently Asked Questions

Planning a Ribbon Cutting is EXCITING! You may have many questions or not know where to start. Luckily, since this is your event, there are no set rules!

Here are a few FAQ that may help.

Q: When should I begin talking to the Chamber about my event?

A: Begin the conversation approximately 1 month prior to the Ribbon Cutting. This allows the Chamber to confirm the date, add it to the calendar, and share it with investors and media.

Q: When is the best time to have a Ribbon Cutting?

A: Ribbon Cuttings are best attended on Tuesday, Wednesday, or Thursday between 9:00 AM and 2:00 PM. The Chamber is NOT able to assist with Ribbon Cutting on weekends or after 4:00 PM on weekdays.

Q: How many guests can we expect?

A: The Chamber cannot guarantee the number of attendees, as many factors can influence turnout. You are welcome to require an RSVP if that works best for your event. Planning and promoting your event early can help increase attendance.

Q: What kind of speech should I prepare?

A: We recommend a 3 minute speech be used at the event. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude.

Q: How long does a Ribbon Cutting last?

A: Generally, the ceremony lasts 10-20 minutes. Many hosts choose to extend activities for 30 minutes to two hours after the ribbon is cut. Example activities include business tours, Q&A, and general networking.



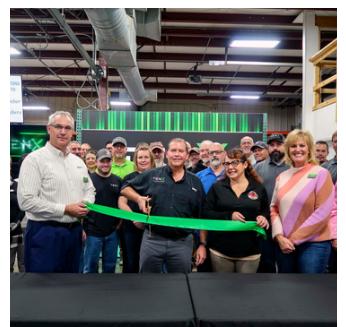
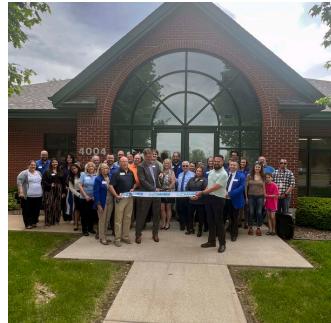
Congratulations!

This is a significant milestone, and we are grateful for the opportunity to be a part of your special event.

Whether you are a new business, celebrating an anniversary, launching a new product, or just simply celebrating, we extend our sincere congratulations to you on this endeavor.

Thank you for being a valued member of the Menomonie Area Chamber & Visitor Center!

We appreciate the opportunity to serve you and promote your business.



QUESTIONS?

Contact Us:

info@menomoniechamber.org

715-235-9087