



— YOUR RIBBON CUTTING PARTNER

CONGRATULATIONS

Your ribbon cutting represents an important day for your business and New Castle County. The New Castle County Chamber of Commerce is excited to participate in your event. Ribbon Cuttings are for members who have recently opened or moved an office, are newly remodeled, or are celebrating an anniversary. This guide is designed to help you plan your ceremony with a checklist for pre-event, during-event, and post-event promotion.

REQUEST A
RIBBON CUTTING





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PLANNING YOUR RIBBON CUTTING

The Chamber helps promote your business's grand opening, anniversary, and reopening through our ribbon-cutting ceremonies and assists with any public relations efforts.

SUGGESTIONS AND TIMELINE

Set your date and time

If planning an outdoor event, you may want to have an alternative date in case of inclement weather or other options, such as a tent coordinated.

Develop a budget for the event

Create your guest list

This may include current customers and clients, prospective customers and clients, business partners, contractors, elected officials, etc.

Prepare and send invitations

Invitations can include mail (formal or postcard), email blasts, social media shared events, invites, etc. Please include an RSVP response if your event requires an attendance head count.

How the Chamber spreads the word

We want your ribbon cutting to be a success.

- We will invite all of our members through a weekly email blast
- We will invite all Chamber Ambassadors
- We will promote the event on our public calendar
- We will distribute your prepared press release to our media contacts*



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SUGGESTIONS AND TIMELINE CONTINUED

Select and contact necessary suppliers

This could include:

- Caterer (light refreshments are recommended, but not required)
- Photographer (the Chamber will take photos for our social media, but it's suggested to have professional photographs taken for future use)
- Florist or other decor coordination
- Tent rental, if necessary
- AV support, if necessary

Outline materials and staff needed

This could include:

- An event agenda
- Giveaways, door prizes, promotional materials, coupons, etc.
- Staff assigned to greet, be tour guides, etc.
- Name tags for employees and guests
- Signage promoting your business, displays, etc.
- Microphone, speakers, podium

The Chamber will bring:

- Giant scissors
- Red ribbon
- Framed certificate
- Our Team and Ambassadors

Post-event tasks

Send thank you notes to attendees, send your prepared press release to us to share with our media contacts*, post and share photos in your communications and marketing.

*If you would like to share a press release before and/or after the event, please let us know and we can share the steps to create one.