



RIBBON CUTTING

HOSTING INFORMATION

JONES COUNTY CHAMBER OF COMMERCE

HOSTING A RIBBON CUTTING



Our Ribbon Cutting events offer members, customers, and guests the chance to celebrate new businesses, remodels, grand openings and more! Ribbon cuttings are held during regular business hours in cooperation with Chamber staff.

BY HOSTING A RIBBON CUTTING, YOU CAN:

- Introduce Chamber Members to your business.
- Publicize your business within the local community
- Gain name recognition through listings on the Chamber's website, calendar, Facebook, 10 Day Forecast, etc.
- Familiarize Chamber members and business owners with your products/services.
- Provide an opportunity for Chamber members and business owners to visit your physical location.
- Grow your customer base.
- Generate possible leads and sales from attendees and those who heard about it.

RESPONSIBILITIES

Hosting a Ribbon Cutting is a great way to celebrate milestones in your business. Whether a brand new business, a significant anniversary, a remodel or more. Here is a list of what to expect.

WHAT DOES THE CHAMBER DO?

- Invite the Chamber Board of Directors, Ambassadors, local and regional government officials, and general membership to attend.
- Bring the BIG scissors and ribbon.
- List your event on the Chamber's website, 10 Day Forecast, and social media – featuring your logo and graphics.
- Contact local media for coverage of the event and send reminders.
- Briefly address guests, introducing you as the host.
- Stream the ribbon cutting on Facebook Live.

WHAT DOES THE HOST DO?

- Invite your customers, staff, board, managers and other guests to attend.
- Share about your business. This is typically done after the Chamber representative has gathered the group's attention and introduced you as the host. Please limit your speech to three minutes.
- Provide tours of your facility for those interested in participating.
- Think of a fun way to cut the ribbon! Of course we always have our big scissors, but if you are a landscaping business and want to use a chainsaw, we can do that as well!
- Provide light refreshments if desired.



WHAT HAVE OTHER BUSINESSES DONE TO MAKE THEIR EVENT UNIQUE?



- Sent a special invitation to the entire Chamber membership
- Invited clients, employees, and/or board directors from their organization
- Invited corporate staff from out-of-town headquarters
- Gave free samples of their product or services
- Gave door prizes or other give-a-ways
- Decorated with balloons, banners, lights, search lights, etc.

**If you would like to schedule a Ribbon Cutting, please
email Chris Tullos.
christ@edajones.com**

Jones County Chamber of Commerce

153 Base Dr. Laurel, MS 39440

601-649-3031

www.jonescounty.com

