
MERCER AREA CHAMBER OF COMMERCE

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Home of the Turtle Flambeau Flowage

RIBBON CUTTING REQUEST POLICY AND AGREEMENT

The Mercer Area Chamber of Commerce offers ribbon cutting ceremonies for multiple occasions, including: start-up business, renovated at the present location, moved to a new location or a change in ownership.

WHAT IS A RIBBON CUTTING CEREMONY?

Ribbon cuttings are a great way to celebrate your grand opening or a significant anniversary and introduce you to the community. Events like these are an opportunity to welcome community leaders to your business or organization. A ribbon cutting ceremony should be an important part of your overall marketing plan, as it creates awareness of the products or services that you offer.

WHAT TO EXPECT AT A RIBBON CUTTING CEREMONY?

- Chamber staff will arrive 10-15 minutes before Ribbon Cutting begins with specialty scissors, camera and ribbon for the ceremony.
- Ceremony takes approximately 15 minutes. Example: Guests arrive, chamber representative welcomes your business to the Chamber/community, recognition of elected officials, remarks from business owner/representative, ribbon cutting takes place with photo-op. Invite guests for tour of facility.

WHAT DOES THE CHAMBER DO FOR A RIBBON CUTTING?

The Chamber will:

- Invite the Chamber Board, general membership, and public to attend
- List your event on the Chamber's website, calendar, monthly eNewsletter, and on Facebook prior to event
- Take pictures at the event
- Provide ribbon and official large ribbon cutting scissors
- After the event, the Chamber will publish a photo and press release documenting your ribbon cutting on Mercer Area Chamber Facebook, Instagram, and spotlight in the Chamber monthly newsletter.
- The Chamber of Commerce will be happy to use its building as a background, if the business does not have storefront

WHAT DO YOU NEED TO DO FOR A RIBBON CUTTING?

- Complete and return the Chamber's Ribbon Cutting Request Form on the next page.
- Receive Email Ribbon Cutting Confirmation date and time from Chamber staff.
- Decide who will actually cut the ribbon.
- Prepare your remarks for the ceremony.
- Invite friends, family, customers, business leaders and media to be a part of the occasion.

Keep in mind that we are your support, this is your event. You can make it as simple or as big as you want!