



ADDRESS

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PHONE NUMBER

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EMAIL

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WEBSITE

midlandsafricanchamber.com

RIBBON CUTTING OR GRAND OPENING CEREMONY & CELEBRATION GUIDELINES

On behalf of the Midlands African Chamber (MAC), we would like to congratulate you on your upcoming Ribbon Cutting celebration that you are scheduling with us.

The Chamber is honored to help arrange a celebration that promotes members' businesses (free-of-charge) and assist in future success.

RIBBON CUTTING SCHEDULE

Ribbon Cuttings are usually planned to celebrate a business grand opening, expansion, or ground breaking. These events should be booked at least one month in advance on www.midlandschamber.com. Ribbon-cutting events may be scheduled on a Wednesday, Thursday, or Friday. Ceremony hours are typically evening hours (5 p.m. - 6:30 p.m.)

If you are booking an official Midlands African Chamber ribbon cutting, we ask that the event be exclusively co-hosted by your business and only our Chamber as it is promoted as an official MAC event. We all look forward to helping make your celebration a special time for you and your business.

THE CEREMONY

A typical ribbon cutting lasts approximately forty-five minutes. **Out of respect for your guests, it is important to start your ceremony on time.**

For instance, a typical ceremony with a sample time of 5 p.m. would follow the below schedule:

- 5:00 p.m.:** Guests arrive
- 5:10 p.m.:** Brief speeches by business representative and recognition of special guests
- 5:20 p.m.:** Gather group for pictures
- 5:25 p.m.:** Ribbon cutting
- 5:30 p.m.:** Refreshments, tours, mingling/networking, etc.

WHAT WE DO

- MAC will arrange for a Chamber Representative to officiate.
- MAC will contact Chamber Cauris Crew, Chamber Members, Chamber Board and Volunteers to encourage their attendance.
- A notice of your Ribbon Cutting in Chamber communications, and on the Chamber's website.
- MAC will create a promotional flyer.
- MAC will provide "official" stands, scissors, and red carpet for the ceremony
- MAC will create a Facebook Event to promote the upcoming event
- MAC will provide a press release template for you to send to local media announcing your upcoming celebration - a sample format is attached to help guide you
- MAC will share photos and videos of your ribbon-cutting to the Chamber website and social media

WHAT YOU DO

To ensure that your Ribbon Cutting celebration is a successful event, we encourage our hosts to:



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• **Determine Potential Dates and Times**

- Avoid holidays
- Check other area events to coordinate and avoid conflicts
- Contact Chamber for Schedule Availability

• **Determine Event Activities**

- Speeches
- Ribbon Cutting

• **Select Speakers**

- Guest speakers?
- VIPS?

• **Send out invitations to:**

- Current and potential clients
- Family and friends
- Vendors
- Those who assisted in growth (attorney, Banker, realtor)
- Local business owners and management
- Neighborhood residents
- Mayor
- State representatives

• **Refreshments**

- Morning events typically feature coffee, tea, juice, and pastries
- Lunch or evening events typically feature light hors d'oeuvres, appetizers and drinks

• **Decorations**

- Flowers
- Banners
- Name tags

• Add excitement to your celebration by offering discounts and door prizes

- Giveaways,
- Raffles
- Displays

• Dedicate time to provide tours of your business space to your guests

• Display your literature and give out promotional items

• Do as much or as little as you would like to “showcase” your business. We want you to be creative and comfortable with hosting your celebration

• Please note that once your event is promoted, we strongly suggest there be no changes to the date and time. Email info@midlandsafricanchamber.com with questions and to schedule your Ribbon Cutting Celebration.

SAMPLE PRESS RELEASE [Use company logo or letterhead]

[Date]

Contact: FOR IMMEDIATE RELEASE

[Name]

[E-mail address]

[Phone number]

Grand Opening & Ribbon-Cutting Ceremony to Celebrate [Name of Business]

[Business name] has invited [name of elected official] to attend its ribbon-cutting on [date].

[CITY, STATE] – [Business name] is pleased to announce that it will hold a Grand Opening and Ribbon-Cutting Ceremony for its [newly opened] XYZ facility [name of XYZ facility] onsite at [hour] on [date].

“We’re happy to introduce our latest accomplishment to the community and those who helped bring this project to fruition,” said [spokesperson’s name and title]. “The ribbon cutting ceremony for [Business Name] marks the launch of a new era for [city name].”

[Name of elected official], [elected official’s significance to the business], is scheduled to be on hand to offer a few remarks regarding [Business Name] and to assist in the ribbon cutting.

“We’re delighted [name of elected official] has agreed to join our celebration. Our dream of [constructing/greatly improving] this facility was made possible in part by [him/her],” said [Your spokesperson’s name].

[Offer specifics on your business facility, such as how many products or selection are available; how much the capacity is; what type and how much parking is available; and other details, such as amenities it offers, final cost of the project and public funding used. If the business site has undergone renovations, include before and after facts.].

[Include details on the ribbon-cutting ceremony, such as the names and affiliations of other invited guests, what will take place at the ceremony, and other details.].

[Insert other specifics regarding your business facility, such as its significance to the community, and any interesting historical facts related to the site, or other relevant details, make sure to include your company website].

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