



## OVERVIEW

Congratulations! Your ribbon cutting or groundbreaking represents an important day for your business. This sheet is designed to help you plan your ceremony. This service is included for the collaborator and up membership levels. There is a \$75 fee for premier associate and below membership levels.

## SET YOUR DATE

Select a date several weeks in advance. We recommend that you schedule your event on a Wednesday between 10:00 a.m. and 4:00 p.m. These times often receive the most media coverage and garner the best attendance enabling elected officials, dignitaries and Ambassadors to attend. Your ribbon cutting date and time MUST be confirmed with Shannon Johnson-Quaife at 512-259-1907 or [membership@leandercc.org](mailto:membership@leandercc.org) at least TWO WEEKS in advance.

If your location is under construction, consult your construction team when setting the date.

### Agenda:

Arrive 10 minutes prior,

Cut the ribbon at 10:10 or 4:10

Tour our facility from 4:15-4:30

Event concludes 45 minutes after the start.

Note- You are welcome to have your invited guests stay after our portion concludes.

## DETAILS

**For the event, Leander Chamber of Commerce will:**

🗑 Provide Scissors & Ribbon

🗑 Leander Chamber of Commerce Membership Director will emcee ;the event

- 🏢 Invite Leander Chamber of Commerce Ambassadors

- 🏢 Invite the Media to cover

- 🏢 Invite Leander City Council

- 🏢 Share the event: Leander Chamber of Commerce Calendar of Events at least One Weekly e-newsletter

- 🏢 Take the ribbon cutting photo

### **After the event:**

- 🏢 We will submit the photo to the media who did not attend

- 🏢 Share the photo on our Facebook page

## **CEREMONY AND PROGRAM**

The actual ceremony is usually brief (about 20 minutes) and should be planned ahead of time. **We recommend providing light refreshments for your guests.** This is a ribbon cutting and celebration of your business - as well as being an opportunity to introduce your business to the greater community. Providing some refreshments gives everyone a chance to mingle and talk and more exposure to your business.

Ribbon cutting - Decide who will cut the ribbon and notify them in advance. Have the cutter (and any other attendees you desire) stand.

Groundbreaking - Stage those involved and have a photographer or volunteer ready with a camera.

## **WHO'S WHO INVITATION LIST**

When developing the list of who you will invite, consider the following groups of people:

- 🏢 Potential/current customers

- 🏢 Suppliers

- 🏢 Employees and their domestic partners

- 🏢 Key public officials – city council members, mayors and public officials from the district where your business is located. If your goal is to have a public official present.

- 🏢 Media outlets

🏢 Neighboring businesses

🏠 Friends and family

🏢 Business associates

## **INVITATION LIST**

Once you have identified your guest list, here are some tips to remember when sending out invitations:

- 📄 Prepare a basic invitation that is simple and to the point. Make sure all the basic information is included – who, what, when, where and why.
- 📄 If desired, include an RSVP. This will give you an idea as to how many people can attend and how much food/beverages to have on hand.
- 📄 Allow a sufficient amount of time for guests to return their reply.
- 📄 A week to 10 days is sufficient for most events, although two weeks would be preferable.
- 📄 Be sure to include a good map or very clear instructions on how to get to your event. A street address alone is not sufficient.
- 📄 Identify parking areas for your guests.
- 📄 If spouses or other guests are also invited, indicate that as well.

## **Leander Chamber of Commerce MEMBERSHIP LIST**

If you would like to invite fellow Leander Chamber of Commerce member businesses, you can request a membership list. It lists all active members, the main contact at that company, address and phone number. Due to proprietary reasons, email addresses are not published.