

Ribbon Cutting / Groundbreaking Ceremony Benefits

Why you should take advantage of a FREE Ribbon Cutting or Groundbreaking ceremony for your business:

- ☆ This is a **FREE** and **FUN** benefit for Chamber Members!
- ☆ Your event is listed on our **online calendar** at Amarillo-Chamber.org. The sooner you schedule it, the longer it appears online for others to see.
- ☆ Your event is listed on our **Week's Sneak Peek** webpage at Amarillo-Chamber.org for up to 30-days prior to the event. We email the page link to our members (3,000+ email addresses) every Monday. Again, the sooner you schedule it, the longer your business name, address and contact information appears on the list and more people have the opportunity to see it!
- ☆ We tell **radio listeners** about your event during our Chamber Minute radio segment on Mix 94.1, and live broadcast the segment as a Facebook video.
- ☆ It gets **people in your door**. A number of our Round-Up Club Members (the folks in the red blazers in photos) and Chamber staff members will show up to meet you and learn about your business. Feel free to invite your friends, family, customers, and VIPs. A great crowd is always fun.
- ☆ We will post a 30-60 second video of your event in our **GoCast Video Gallery** viewable on the Chamber's homepage Amarillo-Chamber.org.
- ☆ We will take **your photo** with the big scissors or some really shiny shovels.
 - ◆ Your photo, business name and address are posted on Amarillo Chamber **social media sites** Facebook, Twitter and Instagram the same day of your event for you to share, retweet and favorite!
 - ◆ Your photo, business name and address will appear in the following month's **Chamber eNewsletter** emailed to more than 3,000 member email addresses, and viewable online at Amarillo-Chamber.org.
 - ◆ Your photo, business name, address and phone number will appear in a future edition of the **Amarillo Globe-News Sunday Business Section** (typically within 30-45 days).
 - ◆ Your photo will be emailed to you within 30 days for you to print, frame, or share as you like, and it is stored permanently in our **Flickr.com/AmarilloChamber** photo library.
 - ◆ Your photo and business name will be featured in the end of year **slideshow** at the Chamber Annual Banquet & Business Excellence Awards in October before a crowd of 500 people.

You don't have to be a brand new member or new business to host an event. We cut ribbons and break ground for grand openings, major remodels, new locations, and major milestones (10, 20, 25 year anniversaries and up). Maybe you joined long ago and just never scheduled one, that's okay...you still can! The added publicity you receive by hosting a free ribbon cutting or ground breaking ceremony makes your initial membership investment practically pay for itself!



YouTube

@AmarilloChamber

MIX 94.1
AMARILLO'S BEST VARIETY

flickr



**Call Christy at
806.342.2004
to schedule
your event soon!**

Frequently Asked Questions: Ribbon Cuttings & Groundbreakings

We know you have questions about your event, so here are some helpful hints...

- ☆ **How do I schedule a ribbon cutting?** You MUST be a Chamber member! Contact the Chamber office at 806-373-7800, and Christy Bigler will be happy to schedule a time convenient for you. It is very important to be ready at the appointed time, as the Round Up Club members are volunteers who take time off from their regular jobs to attend.
- ☆ **What does the Chamber provide?** The Chamber will have representatives from the Round Up Club present to coordinate and participate in the ceremony. Ribbon, scissors, and photos will be provided.
- ☆ **What is included in the ribbon cutting?** The Round Up Chair or Vice Chair will help you assemble everyone you want in the picture in an area that will provide the best photo to include your signage if possible.
- ☆ **Who needs to be there?** Any special guests you might want to invite—partners, employees, clients, friends, family, etc.
- ☆ **How long does the ribbon cutting last?** The actual ceremony only takes a few minutes. You may want to say a few words and introduce VIP's, family, employees, etc. If you anticipate a large crowd, you may want to provide a sound system.
- ☆ **What about publicity?** It is up to you to contact the news media if you want them to attend. The Chamber will publicize the event on our Week's Sneak Peek page on Amarillo-Chamber.org and create an event on Facebook prior to the event. A photo of your ribbon cutting will be posted on the Chamber Facebook, Twitter and Instagram pages the day of the event, and a photo will be included in our monthly eNewsletter the month following your event. The Amarillo Globe-News typically includes a photo of your event in the "Business" section the following month. You will receive the photos the Chamber takes at your event via email to use in your own newsletters or social media.
- ☆ **What can I do to make my ribbon cutting special?** Refreshments are optional, but it helps to make the event festive. You can also decorate, give out door prizes, etc. If you are a restaurant, bakery, or catering business it always helps to have samples of your menu and maybe some coffee and soft drinks available.
- ☆ **Any other suggestions?** This is your show! You can introduce any special guests to the business community. The public is made aware of your new business, and gives you a chance to show off your facilities and merchandise. Give-away items are always popular, and are a good way to promote your business.
- ☆ **Can we hold a ribbon cutting outside of normal business hours?** Scheduling a ribbon cutting after 5:00pm is not recommended due to lower turn out by our RoundUp volunteers. The Chamber does not hold Saturday and Sunday ribbon cuttings. We will help promote Ribbon Cutting or Ground Breaking events held outside of our normal business hours, however the Chamber Staff or RoundUp Club members will not be in attendance.

Call Christy at 806.342.2004 to schedule your event soon!