



Ribbon Cutting Ceremony

Why should my business host a ribbon cutting?

- To get the word out about your business and/or event. We have 20 + publications we can send your press release.
- Examples: New Chamber Member; Opened a New Business; Bought an Existing Business; Remodeled Business Location; Launching a New Exciting Product

Who may request a ribbon cutting? How can it be requested and scheduled?

- Members may request ribbon cuttings when any of the above events happen.
- The *Ribbon Cutting Request Form* must be submitted to the Chamber (membership@troymaryvillecoc.com or Fax 618-667-8759) at least four (4) weeks prior to the date of the ribbon cutting. This allows us time to send out information to our Board of Directors, Ambassadors, publications, and promote to our other members.
- You will be notified by email or phone to confirm your event.

Host Responsibilities

- Host is responsible for all costs incurred such as food, beverages, outside advertising, etc. Refreshments are not required, but highly recommended.
- Door prizes are a great way to further promote your business and capture return business, but not a requirement. Small promotional items work well. That's what we put into our New Resident Packets that are distributed to new residents in the four communities.
- Be creative, and most of all, have fun! This is your opportunity to let the community know all about your business.

TIPS

- Attendance of Chamber members varies. Typical attendance is 5-20.
- The true value is actually the free publicity received in the form of announcements at Chamber events, notices in our eNews, texts, Facebook posts, and our website.
- We recommend the event occur either over the lunch hour (11:30 AM – 1:00 PM) or late afternoon/after business hours (4:30 PM – 6:00 PM).
- This event is not exclusive to Chamber members for attendance. We encourage the hosts to invite customers, family, friends, colleagues, and the media.

Chamber Responsibilities

- A Chamber representative will arrive at least 15 minutes before the actual Ribbon Cutting Ceremony. They will have with them a length of ribbon with the business name and our giant scissors. The representative will welcome the group, have the host speak a few words, then orchestrate the ribbon cutting.

- Your ribbon cutting photo and company name will be featured in the Chamber's quarterly publication, *The Resource*, and our website. Prior to the event, we will publicize it in our weekly eNews and our website calendar. If a press release has been provided by the host, it will be sent to our 20+ contacts at local publications.
- The Chamber will notify our Board of Directors, Ambassadors, Chamber staff, and mayor of the community, as well as the general membership and community of your upcoming event.

For more information, please call 618-667-8769, or email info@troymaryvillecoc.com

Executive Director

Dawn Mushill
dawn@troymaryvillecoc.com

Marketing & Event Coordinator

Travis Stutsman
marketing@troymaryvillecoc.com

Membership Coordinator

Jessica Hutt
membership@troymaryvillecoc.com

Accounting

Kim Lange
accounting@troymaryvillecoc.com



647 E. US Highway 40
Troy, IL 62294
Phone: 618-667-8769
Fax: 618-667-8759

www.troymaryvillecoc.com

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