



## **RIBBON CUTTING INFORMATION/MARKETING PACKAGE**

### **The Value of a Daytona Regional Chamber Ribbon Cutting:**

If you are new to our area or have recently moved or expanded your offices, the Daytona Regional Chamber is here to assist you in letting the community know you are open for business. The benefits of our involvement are the direct access and promotion to potential invitees and professional assistance in coordinating the many moving parts to conduct a successful ceremony.

### **What are the Criteria for a Ribbon Cutting?**

- You must be a current Daytona Regional Chamber member in good standing.
- You are a new business to our region (less than one year from date of opening).
- Your business has expanded into additional space or you have relocated your business.

### **When Can I Hold a Ribbon Cutting?**

Ribbon Cuttings are held Monday through Friday 10:00am-11:00am or 4:00pm-5:00pm with the cutting ceremony on the half-hour mark of 10:30am or 4:30pm, respectively. **Ribbon Cuttings must be scheduled at least 3-4 weeks in advance.** To reserve your time contact Daniela Behler at [Daniela@DaytonaChamber.com](mailto:Daniela@DaytonaChamber.com) or 386.255.7174.

### **What is the Fee to Conduct a Ribbon Cutting?**

There is a \$125.00 marketing fee to conduct the ribbon cutting. This must be paid prior to the ribbon cutting on the time and date selected.

### **Responsibilities of the Daytona Regional Chamber for the Ribbon Cutting:**

- Provide the official Daytona Regional Chamber ribbon-cutting scissors and ribbon.
- Invite our Ambassadors and other key committees to participate as part of the ceremonies.
- List your ribbon cutting on the Daytona Regional Chamber website calendar of events and promote to our membership through our Monday E-brief (reaching 3,000 subscribers), prior to the scheduled event.
- Work with the host location to coordinate the opening remarks.
- Take a photo of the event and publish on our Facebook page and E-Newsletter.

### **What Can the Business Do to Add to the Success of the Ribbon Cutting?**

- Select a visible location for the photo of the ribbon cutting. Encourage your staff, owners and neighbors to participate.
- Many businesses choose to provide light refreshments and drinks and/or provide tours or a place for the attendees to continue networking for up to a ½ hour after the ribbon cutting.
- Be prepared for the ribbon cutting on time with brief general remarks about your business.
- Some businesses provide coupons/discount cards to attendees to track impact while leaving a lasting impression for potential new customers or clients.