

Hosting a Ribbon Cutting Ceremony

Congratulations on having a reason to host a ribbon cutting! Whether you are just opening your doors or expanding to a new location, it's a very exciting time for your business or organization. The Stoneham Chamber is honored to be a part of your big day. A Ribbon Cutting ceremony can be used to celebrate a grand opening, an expansion, a new location a re-brand or an anniversary.

We are happy to help you coordinate your Ribbon Cutting ceremony. Please keep the following in mind:

ADVANCED NOTICE

We recommend scheduling your Ribbon Cutting at least two weeks in advance, preferably longer, to ensure that the Chamber and City/Town can attend. It's much easier for us to pick a week or month and then work with City/Town officials on a date, rather than you give us a concrete date and time because there are a lot of schedules we need to coordinate.

TIME

The best time to schedule a Ribbon Cutting is wholly dependent on your schedule and who you want to attend. Weekend events work well if you are looking for friends and family to participate and weekdays are more suitable for local officials who may not be available on the weekend.

LOCAL OFFICIALS

The Chamber will call the town to coordinate with them and invite officials to attend.

SUPPLIES

The Chamber will bring ceremonials scissors and large ribbon for you to cut.

MARKETING & PROMOTION

The Chamber will assist you in promoting your Ribbon Cutting. Your event can be open to the public or small and intimate with only invited guests. That's entirely up to you! They work well either way.

Preparing for your Ribbon Cutting:

- Think about who you would like to attend your Ribbon Cutting. You can keep it small or make it a big event. Let the Chamber know if you want us to position it as an open house format, invite only or leave the invite up to you.
- If you chose to make this a large event, we will send out a press release, add it to our calendar and share to social media.
- Determine where you want your pictures taken in advance, as well as who you want included in the picture submitted to the paper. The best spot to cut the ribbon is in front of a sign, door or wall that has your company name or logo. This makes for a great photo opportunity.
- Ribbon Cuttings are not usually attended by general members of the public interested in your business. More often public officials, chamber board members and staff and friends and family are in attendance. Consider offering a promotion/special in conjunction with your event to share with the publicity around your event.
- Some businesses like to provide refreshments and a tour for their guests.

After your Ribbon Cutting

The Stoneham Chamber will submit pictures and a press release to local media outlets, as well as share to our social media channels. We will also send a welcome email to our entire distribution list introducing your business.

Schedule your event

Contact Megan Day at megan@stonehamchamber.org or 781.438.0001 if you have any questions or when you are ready to schedule your ribbon cutting.