



YOUR BUSINESS COMMUNITY ADVOCATE

Ribbon Cutting/Groundbreaking Guide



A ribbon cutting is an excellent opportunity for you to introduce your company to the community and to receive great exposure. Whether your event is simple or elaborate, ***remember this is your chance to shine!*** There are several steps you must do to ensure your event is a success.

Your ribbon cutting is schedule for:

Before the Event

Schedule with the Chamber at least two weeks in advance.

Plan your event for Tuesday through Friday.

- The Chamber participates in ribbon cutting events during regular business days.
- During the lunch hour (11:30 – 1:00pm) is the best time.
- Near the start of the day (8:30am) is the next best time.
- Try to avoid mid-morning and mid-afternoon time periods. Many people are unable to break away from their work in the middle of the day.



Devote enough time in your calendar for the event. With preparation, the event should take about one hour.

Invite customers, potential clients, business neighbors, colleagues, family and/or elected officials.

- The Chamber invites our Ambassadors Committee Members, Board Members, Gilbert Mayor and Council members, Fire and Police Department. *Typically, 10-15 people attend on behalf of the Chamber.*
- You may invite the entire membership by purchasing mailing addresses. The cost is \$65.00.

Day of the Event

Provide refreshments and/or entertainment.

- No matter what time of day, people will expect something to eat and drink. It's become necessary for a successful event. People will remember if you choose not to offer refreshments.
- For morning events, coffee, juices, fruit and pastries would be ideal.
- For lunchtime events, serve some kind of sandwich or buffet meal. Remember it is your guests' lunchtime and they will expect some kind of substantial food.
- Check with the Chamber or go on-line (www.gilbertaz.com) for a list of members that do catering. It is always preferable to use Chamber members for all services.
- If you do decide to provide refreshments, be sure to have an ample amount of food and beverages for your guests as well as supply items. Running out of food and drink is a bad way to end an event.



The Chamber will handle the presentation but plan to introduce yourself and any key people from your company.

If your company is unique, a guided tour would be welcomed.

The Chamber will provide the ribbon, scissors and camera.

Consider having some kind of door prize or drawing as part of your program.

The Chamber will send the photo to several area newspapers as well as our Chamber newsletter (circulation approx. 750)

- Gilbert Independent
- Val Vista Breeze
- Gilbert Times
- Gilbert Vision
- The Homesteader
- Gilbert Lifestyles



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