



# Ribbon Cutting & Open House



## GUIDELINES

Ribbon Cuttings & Open Houses are great opportunities to connect the community to your business. We suggest that your business be open for at least a month prior to the event. Elected officials will typically bring proclamations & welcome the new business.

It is strongly recommended that all members schedule a consultation with the President/ CEO or VP- Membership before planning your event.

All members are asked to complete the online Ribbon Cutting Form.

### DETERMINE THE PURPOSE OF THE EVENT.

- Introduce new business to the community.
- Unveil a new brand or name.
- Anniversary
- Other
- Simple Photo Op for Marketing

### DETERMINE THE TYPE OF EVENT, DAY & TIME.

- Formal Ribbon Cutting & Open House (1 -2 hours)
  - Typically includes a short program, ribbon cutting & open house with tours & refreshments.
- Ribbon Cutting Photo Op (15 minutes)
  - No outside guests or speaking program.
- Open House (1-2 hours)
  - No ribbon cutting or formal program. BCRCC will provide advertising to members.
  - Host offers tours & refreshments.

#### Day & Time

- If you are including elected officials, the best times are weekdays after 5 pm (5:30 pm is ideal) or weekend mornings. In NJ, most elected officials are part time & have full time jobs.
- Simple photo ops with the chamber can be scheduled at the convenience of all parties.
- We recommend the ceremony take place prior to the open house



## DETERMINE MESSAGING FOR INVITATIONS / PRESS

- New business
- Job growth
- Community / Youth impact
- Charitable Donation

## DETERMINE WHO YOU WANT TO INVITE

- Elected officials
  - County – Board of County Commissioners ([co.burlington.nj.us](http://co.burlington.nj.us))
  - State Legislators – BCRCC can help you determine the district ([njleg.state.us](http://njleg.state.us))
  - Local (mayor, council)
- Current clients
- Prospective clients
- Chamber members (BCRCC can invite all members for you or a select demographic)
- Media
- BCRCC will provide advertising to members & invited elected officials. Host typically advertises as well to clients, business partners etc.

## DETERMINE SPEAKING PROGRAM

- If there is a program, who will be speaking?
- BCRCC will work with you to determine the speaking order.
- Not sure - we can help you.

## MISCELLANEOUS HOST INFORMATION

- Order food & beverages
- Obtain photographer
- BCRCC will provide sound if necessary

## SITE VISIT

- BCRCC team will visit to determine best place for ribbon cutting, parking issues etc.



## MARKETING & INVITATIONS

- Invitation
  - Member will provide a JPG or PDF Invitation to chamber 4-6 weeks out
  - Invitation can be designed by BCRCC for a \$50 fee
- Publicity
  - BCRCC will invite elected officials 4 weeks out & do follow up
  - BCRCC will do two emails to our list which includes members, elected & community leaders.
    - Social media posts will coincide with the emails
  - BCRCC will also invite the local business organization in the town if relevant
  - Post Event
    - BCRCC will post photos to social media
    - Select events maybe be featured in The Connector and on bcrcc.com
- Media
  - BCRCC will put out an invitation to any relevant media
    - Burlington County Times, Courier Post, SJ Biz, The Trend, The Sun, The Patch
  - Member is encouraged to share on social media to any industry group, etc.

## MISCELLANEOUS HOST INFORMATION

- Order food & beverages
- Obtain photographer
- BCRCC will provide sound if necessary

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**PLEASE CONTACT US TO SCHEDULE YOUR RIBBON CUTTING OVERVIEW SESSIONS.**

**Kristi Howell, President & CEO**

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## SAMPLE PROGRAM

**5:00 pm**

Chamber Team Arrives  
Member should have food, beverages & event set up  
Chamber will set up ribbon, stanchions etc.

**5:30 pm**

### **Program**

Welcome / MC	BCRCC
Elected Official Remarks	State County Local
Local Business Association	if applicable
Business Owner Remarks	Business Owner

**5:40 pm**

### **Ribbon Cutting**

BCRCC will set & arrange for the best photo

Open House Begins