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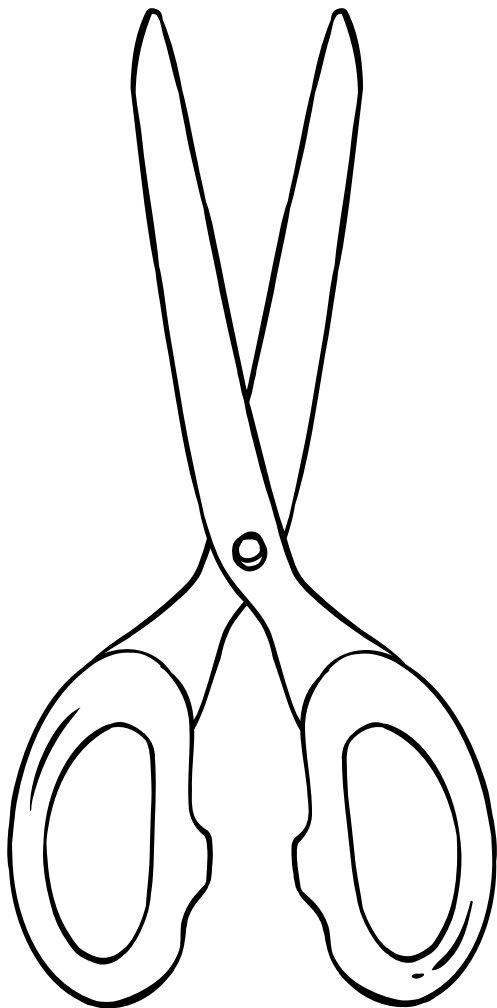
Host a Basic Ribbon Cutting Ceremony

AMPLIFY
CLEARWATER

WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brand-new business, newly renovated business, relocation, groundbreaking, anniversary, or another major milestone for a business.

You must be a new or current investor, at the Empower level & above, in good standing (dues paid) for AMPLIFY Clearwater to participate in your ribbon cutting.



Benefits of a Basic Ribbon Cutting

- Introduce the public & Community Investors to your business
- Announce your event to AMPLIFY Clearwater's email list
- Event Listing on our website
- Familiarize the community with your product or service
- Begin building a customer base
- Ceremony photos posted on AMPLIFY Clearwater's Facebook page
- No cost for supplies (ribbon & scissors)

WHAT CAN AMPLIFY CLEARWATER STAFF DO FOR YOU?

A ribbon cutting is YOUR event. AMPLIFY Clearwater is here to assist you with the following:

- Invite the community through our weekly newsletter
- Provide a Facebook post up to 1 week prior to your ribbon cutting
- List your event on our website
- Provide a welcome speech and congratulations
- Bring the BIG SCISSORS and ribbon
- Take a few photos of your event to be shared on our Facebook page
- Be available to assist you with questions



WHAT ARE THE HOST BUSINESS RESPONSIBILITIES?

Your business is the host of this event. Make it yours!

AMPLIFY Clearwater is here to help you. However, we strongly encourage you to take some of the following suggestions into consideration. Conducting your own PR campaigns to increase awareness is highly suggested. Please note, you should not rely solely on AMPLIFY Clearwater for your audience or event festivities.

- Designate a contact person
- Create a press release and send it to AMPLIFY Clearwater
- If you have designed a promotional flyer, send it to AMPLIFY Clearwater electronically
- Finalize details prior to promoting the event, ensuring that AMPLIFY Clearwater and the business are on the same page
- Run ads on social media
- Send email & paper invitations
- Invite clients, employees, friends, family, contractors, and past, present, and future customers
- Order banners and signage, if you choose
- Consider offering branded giveaway items or having door prizes
- Designate a speaker/speakers for the event
- Consider giving guided tours, product demos, etc., if possible
- Food and beverages are not required but are recommended, they add a nice touch!
- Have a sign-in sheet for guests with a line for email addresses
- Send thank you emails/notes to attendees, speakers, and special guests
- Send a post-event press release

BASIC RIBBON CUTTING FREQUENTLY ASKED QUESTIONS

Planning a Ribbon Cutting can be stressful. You may have many questions or not know where to start. Luckily, since this is your event, there are no set rules! Here are a few FAQ that may help.

Q: When should I begin talking to AMPLIFY Clearwater about my event?

A: Begin the conversation as early as possible, approximately 2 months prior to the Ribbon Cutting. This allows AMPLIFY Clearwater to confirm the date, add it to the calendar, and share it with investors

Q: When is the best time to have a Ribbon Cutting?

A: Ribbon Cuttings are best on Tuesday, Wednesday, or Thursday between 1:00 PM and 4:00 PM. AMPLIFY Clearwater is NOT able to assist with Ribbon Cuttings on the weekend or after 5:00 PM.

Q: How many guests can we expect?

A: AMPLIFY Clearwater cannot guarantee the number of attendees. Multiple factors play into how many guests will attend. You are welcome to require an RSVP if you choose.

Q: What kind of speech should I prepare?

A: We recommend a 2-3 minute speech. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude.

Q: How long does a Ribbon Cutting last?

A: Generally, the ceremony last 5-10 minutes. Many businesses choose to extend Grand Opening activities for 1-2 hours before/after the ribbon is cut.



RIBBON CUTTING INFORMATION FORM



Ready to host your Ribbon Cutting Ceremony? Please fill out this form and return it to the Chamber no later than 3 weeks prior to your event.

Business Name:

Contact Person:

Contact Email:

Requested Dates (list 3):

Location:

Description of Event:

Event Style: ☐ Public Event (open to the community)
☐ Private Event (invitation only)

Congratulations!

This is a significant milestone, and we are grateful for the opportunity to be a part of your special event.

Whether you are a new business, celebrating an anniversary, launching a new product, or just simply celebrating a milestone event, we extend our sincere congratulations to you on this new endeavor.

Thank you for being a valued partner of AMPLIFY Clearwater! We appreciate the opportunity to serve you.



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