



Ribbon Cutting & Open House



GUIDELINES

Ribbon Cuttings & Open Houses are great opportunities to connect the community to your business.

BCRCC helps make your event great by providing all the necessary materials; stanchions, branded ribbon, giant scissors and inviting the right people to your event.

We suggest that your business be open for at least one 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
- Simple Photo Op for Marketing
- Other

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)
 - State Legislators – BCRCC can help you determine the district (njleg.state.nj.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 to clients, business partners, etc.

DETERMINE SPEAKING PROGRAM

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

MISCELLANEOUS HOST INFORMATION

- Order food & beverages
- Obtain photographer
 - This can be a paid professional or someone who is not participating in the ceremony to take photos with a camera or phone. If we don't have photos, we are unable to share on social media.
- 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.
- Marketing
 - 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.
 - BCRCC will post event to online Community Calendar.
 - Post Event
 - BCRCC will post photos to social media.
 - Select events may 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 their social media to any industry group, network, etc.

PLEASE CONTACT US TO SCHEDULE YOUR RIBBON CUTTING OVERVIEW SESSIONS.

Kristi Howell, President & CEO

Khowell@bcrcc.com

856-439-2520 x 103



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
Countdown & cut ribbon
Open House Begins