

Making the Most of Your Ribbon Cutting or Grand Opening

Your ribbon cutting or grand opening can be a very effective tool to help get your business up and running. Here are a few tips to help make your ribbon cutting a success.

- **Timing is everything.** Not only is the date and time of your event important, but also getting notification out about it. The Chamber requests two weeks to ensure that your account executive can attend your event. Most news outlets need two to four weeks notification to run your story in their publication. Also, if you are inviting local dignitaries, give them at least two to four weeks advance notice.
- **Reach out and share.** Invite friends, family, former colleagues, fellow Chamber members, nearby businesses and community dignitaries.

Use local community calendars. Post your event on the Chamber's community calendar at www.lvchamber.com. Many TV stations also have community calendars on their web pages, so register your event wherever possible. Community calendar postings are usually free.

Create a flyer to hand out to friends, family, current customers and businesses. Ask businesses near you to display a stack of flyers for your event. .

- **Have Fun.** Your ribbon cutting/grand opening will be the first time most people enter your business. Consider door prizes, giveaways, discounts on products and services, or offer items that will encourage your guests to become customers. You may want to hire a caterer or DJ to make the event more festive.
- **Publicize.** Write a solid press release. The first paragraph should include the date, time and location of the event. Notable attendees, like politicians, celebrities and national chain executives (e.g. Wolfgang Puck will be at his new restaurant opening) may also be mentioned in the first paragraph. A second paragraph could contain a quote, prizes or giveaways and other promotional ideas. Close with a short paragraph on the business and contact information. Submit your press release one month before the event. Contact the Public Relations Department at pr@lvchamber.com, 702-641 5822 at the Las Vegas Chamber of Commerce for additional assistance on media planning.

Ribbon Cutting Request Form

Requested date: _____ Time: _____
Company name: _____
Location: _____
Contact person: _____
Phone: _____ E-mail: _____

Four Easy Steps to Introduce and Announce Your Company

Place your notice and photos in our exclusive monthly newsletter, *The Business Voice*.

1. A photo caption must be submitted prior to scheduling your ribbon cutting event. Once your caption is received, every attempt will be made to schedule your ribbon cutting on your requested date. However, based on availability, another date may need to be chosen. You will receive a confirmation for your scheduled ribbon cutting date.

2. The ribbon cutting feature is an announcement. Our policy is to treat every Chamber member business equally and fairly. The ribbon cutting feature is an opportunity to tell readers about your grand opening, new locations or anniversary. Please refrain from using phrases that make product offers or ask customers to take action. The focus should be on your company's name, location and type of business. (See example below).

“ABC Soup Company is proud to announce the grand opening of its Las Vegas location. The company is located at 1234 Business Street and specializes in a variety of high quality soup products.
(123) 976-SOUP. www.cheapsoup.com”

3. Your caption must be 40 words or less. Captions submitted in excess of 40 words will be edited to meet the word limit. Due to space limitations, there are no exceptions. Please note, web addresses are considered one word.

Your 40-word photo caption should include type of event, location and company description:

4. Look for your ribbon cutting to be published two to three months after completion date.

For more information contact the Las Vegas Chamber of Commerce sales team.
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