



The East Cobb Business Association is happy to help you plan a ribbon-cutting ceremony for your business. It's a value-added benefit included in your membership dues.

If you're a New ECBA Member wanting to make a big splash by celebrating your new membership, we're here to help. If you're an Existing ECBA Member wanting to host a special celebration such as a grand opening, ground breaking, business expansion, new location or it may be time to commemorate the achievement of a major business milestone or reaching an important business anniversary. Whatever the reason, your celebration can be even more special with an ECBA Ribbon-Cutting Ceremony.

Even if you're a Home-Based Business, still contact us. We may be able to hold a special ceremony just for you at one of our ECBA Business Luncheons or at one of our ECBA Lunch & Learn Events.

There are many benefits of having a ribbon-cutting ceremony for your business. In just a few easy steps, your big news can get to even more sets of eyes who may be interested in learning about your business.

East Cobb Business Association **We'll Help You Plan, Coordinate & Promote Your Ceremony**

A ribbon-cutting ceremony is just one more way the ECBA is here to help the community learn more about you and your business.

Utilize our Ribbon-Cutting Ceremony Planning Guide & Checklist to maximize your success.

Use the power of PR to get the word out about your business.

Your business is encouraged to send us any news releases, invitations, and flyers that you would like us to help distribute.

We are happy to help with event promotion within the East Cobb Community.

- ✓ Ceremony announcements posted on ECBA Website Calendar and ECBA Social Media Sites.
- ✓ Our Ribbon Cutting Committee will request the attendance of the ECBA President, ECBA Board Members and our ECBA Ambassadors to attend your event to help out as needed.
(Attendance is always based on schedule availability.)
- ✓ We'll also invite all ECBA Members on your behalf if desired.
- ✓ We will help coordinate invitations to elected officials, dignitaries and members of our local media.
(Our media contact list includes local radio, television, print and online publications.)

The ECBA will provide a Ribbon-Cutting Ceremony Kit for use at your event: (See picture above)

- ✓ 1 Ceremonial Ribbon-Cutting Scissors (25 Inch Blades)
- ✓ 1 Ceremonial Ribbon for Cutting (4 Inches Wide Ribbon/Up to 10 Yards Long)
- ✓ 2 Stanchions (3 ½ Feet Tall) for suspension of the ceremonial ribbon before being cut.
- ✓ 2 Ceremonial Long Tail Bows for stanchion decoration
- ✓ 1 ECBA Banner

Getting Started:



Review:
Complete & Submit:
Planning the Details:

ECBA's Ceremony Guide & Checklist
Participation Request & Information Form
Coordinate with ECBA Ribbon Cutting Committee



Planning Your Ribbon Cutting Ceremony

CEREMONY CHECKLIST & GUIDE



This guide is designed to help you plan your ceremony with an overall checklist, followed by the details explaining each section. Please keep in mind that every business is different, so not all details will apply. There are no hard-and-fast rules. Apply your imagination & tailor your event to fit your unique business.

CHECKLIST

☐ **Set your date:** _____

☐ Set your rain date or second choice: _____

☐ **Formal Invitations:**

☐ Design invitations: _____

☐ Prepare your guest list: _____

☐ Deadline to get your invitations to printer: _____

☐ Items to include with invitations: _____

☐ Date to mail and/or email invitations: _____

☐ Designate a contact for RSVP's: _____

☐ **Flyers and networking handouts:**

☐ Design your ceremony's promotional flyers and handouts: _____

☐ Create a list of networking groups and civic organizational for distribution: _____

☐ Determine dates, places and times for distribution: _____

☐ **Emcee:** _____

☐ Guest Speakers: _____

☐ **Special Activities Planned:** _____

☐ **Plan the overall details of your ceremony and design the programs timeline:**





☐ **Event Promotion and the Media:**

☐ Design your posts and create events on and for your website and social media sites:

☐ Your Website: _____

☐ Your Newsletter: _____

☐ Your Facebook business page | personal page: _____

☐ Your LinkedIn page and on Alignable: _____

☐ Your Twitter, YouTube, etc.: _____

☐ Prepare Press Release: _____

☐ Prepare a media contact list: _____

☐ Date(s) to contact local media: _____

☐ **Ceremonial Materials Needed:**

☐ ECBA will provide a Ribbon-Cutting Ceremony Kit for use at your event

✓ 1 Ceremonial Ribbon-Cutting Scissors (25 Inch Blades)

✓ 1 Ceremonial Ribbon for Cutting (4 Inches Wide Ribbon/Up to 10 Yards Long)

✓ 2 Stanchions (3 ½ Feet Tall) for Suspension of the Ceremonial Ribbon before being cut.

✓ 2 Ceremonial Long Tail Bows for Stanchion Decoration

✓ 1 ECBA Banner

☐ Camera: _____

☐ V.I.P. Carpet: _____

☐ Microphone & Speakers: _____

☐ Banners & Signs: _____

☐ If your ceremony includes a ground breaking or new construction

☐ Safety Hard Hat(s): _____

☐ Shovel(s): _____

☐ Hammer(s) and Nails: _____

☐ **Select and contact needed event staff:**

☐ Caterer: _____

☐ Photographer: _____

☐ Videographer: _____

☐ Florist: _____

☐ Parking Attendant / Valet: _____

☐ Other: _____



☐ **Designate coordinators for tasks:**

- ☐ Set Up: _____
- ☐ Name Tags: _____
- ☐ Giveaways/Door Prizes: _____
- ☐ Parking Assistants: _____
- ☐ Photographer: _____
- ☐ VIP Coordinator: _____
- ☐ Tour Guides: _____
- ☐ Music: _____
- ☐ Food & Beverages: _____
- ☐ Thank Departing Guests: _____
- ☐ Take Down & Clean Up: _____

☐ **Post event tasks:**

- ☐ Send Thank-You notes: _____
- ☐ Post photos and information on website, newsletters & social media: _____

RIBBON CUTTING GUIDE: Planning The Details

SETTING & CONFIRMING YOUR DATE

Select a date 5 to 6 weeks in advance.

- Check for schedule conflicts with other community events - i.e., ECBA and Cobb Chamber of Commerce calendars, etc.
- In some cases, to encourage maximum attendance you may want to consider holding your event in conjunction with another scheduled community event.

Submit your Ribbon-Cutting Ceremony Participation Request & Information Form.

- To ensure participation and inclusion on the ECBA's agenda, the date and time **MUST** be confirmed with the ECBA Ribbon Cutting Committee at least **ONE MONTH** in advance.
- Participation by the East Cobb Business Association's board members is based upon their availability.

Choose the best day of the week. Experience shows that events planned for Tuesday, Wednesday or Thursday garner the best overall attendance and enable officials, dignitaries and more of the ECBA membership to attend.

- Tuesday's are generally best day for ECBA Board Members and the ECBA Membership.
- The 1st Tuesday of the month is preferred with the 4th or 5th Tuesday as secondary alternatives.

Choose the best time of day to start your ceremony.

- Mid to late afternoon events usually get the best attendance. Between 2:00 p.m. and 5:30 p.m.
- Early morning events tend to get the least attendance. There are always exceptions.
- Events held mid-day tend to draw well, however serving a meal becomes much more important.
- In general, events between 9:00 a.m. and 3:00 p.m. often receive the most media coverage.
- ❖ If planning an outdoor event, choose an alternative date or location in case of inclement weather.
- ❖ If your location is under construction, consult your construction team when setting the date. (You must have your Use & Occupancy Permit in order to schedule your event.)



INVITATIONS

Plan the type of invitation: formal letter, informal letter, postcard, email or flier.

- Include your logo and name, the type of event, date and time, address and a method for the recipients to RSVP.
- You may also include your business card and a map, if appropriate.
- Mail your invitations two to four weeks before the event, and establish a cut-off date for RSVPs, usually about one week before the event.

Consider additional methods of promotion: websites, social media, newsletters or posters.

Designate a contact person: Provide a method of contact to handle incoming questions and track RSVPs as they are returned. You may want to phone or send email reminders a few days before the event.

Your guest list: Consider including a variety of individuals from your family and friends to staff; clients; business associates such as bankers, advisors and other professionals; neighboring businesses; volunteer associations; community leaders; elected officials; and the media.

- ✓ We will contact the ECBA leadership on your behalf to request attendance at your event; however, in this case, we recommend that you schedule your event for a Tuesday after 2 p.m. This increases the likelihood of their availability.
- ✓ The ECBA may also be able to provide contact information for mail invitations to elected officials.
- ✓ In addition, ECBA is happy to send invitations via email to the entire ECBA membership if desired.

EMCEE/SPEAKERS

Choose an emcee to welcome your guests and introduce any other speakers.

He or she may also offer a few remarks, thank appropriate persons and recognize VIPs in attendance who will not be speaking.

If you plan to include guest speakers: Contact them early so they have enough time to prepare remarks and tell them how long they will have to speak. Typically very brief (two to three minutes).

- Call to confirm their attendance approximately one week prior to the event.

PLAN ACTIVITIES

You may wish to include other activities:

- You may want to have music or other entertainment, hold a raffle or offer refreshments.
- You may want to provide tours of your facility.
 - If you plan to conduct tours, choose your tour guides in advance.
 - If you plan to allow self-guided tours, be sure to have signs or handouts to direct event attendees.
 - Provide safety items such as hard hats or goggles if necessary and secure any unsafe areas.
- You may also want to have brochures available or a handout of frequently asked questions and answers about your business.
- If you want to include exhibits or displays, consider posters, blueprints, a scale model or a large map of your facility.

Refreshments can be simple or elaborate:

- This is usually determined by the time of day when your event is held and your event budget.

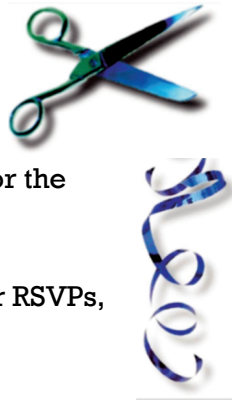
YOUR CEREMONY AND PROGRAM

The actual ceremony is usually brief (about 15 to 20 minutes) and should be planned ahead of time.

- The program, speaker order, the actual ribbon cutting and/or groundbreaking and any other activities you plan to include need to be planned out and follow a timeline.

Ribbon cutting - Decide who will cut the ribbon and notify them in advance.

- Have the cutter (and any other attendees you desire) stand and face the audience with the ribbon between them and the audience.
- Stage those involved and have a photographer or volunteer ready with a camera.
- You may want to have the audience do a countdown to the actual cutting or groundbreaking.



MEDIA

The East Cobb Business Association can assist in developing a press release for your event.

- The Cobb County Chamber of Commerce, local newspapers and radio stations should be contacted about two weeks in advance.
- After the event, send a photo to local newspapers and also consider posting it on your website and in any relevant newsletters.

MATERIALS NEEDED

Materials you may need will depend on the scale of your event and the planned activities.

- If you have speakers, you may need a podium, microphone and chairs.
- You may also include decorations and flowers, a large display flag, a welcome sign, name tags and a guest book for people to sign as they enter.
- If you serve food, determine the number of tables, linens and trash cans needed and their placement.
- Plan the setup of any A/V equipment you will be using.
- If you are not hiring a photographer or videographer, have someone ready with a camera to capture your big moment.

SELECT AND CONTACT EVENT STAFF

Your event can be as simple or elaborate as you choose.

- Among the professionals you may want to involve are a caterer, a photographer/videographer and a florist.
 - Be sure to contact them early - as soon as you have established the date, time and budget - and call to reconfirm your plans one week before the event.

DESIGNATE COORDINATORS FOR TASKS

To ensure your event goes smoothly be sure that everyone knows their tasks in advance.

- If you have a guest book, you may want a greeter to oversee this so each guest signs it upon arrival.
- If you offer tours, indicate a definite spot for interested persons to gather, and brief your tour guides in advance so they can answer visitors' questions quickly and accurately.

POST-EVENT TASKS

Be sure to follow up with thank-you notes to all your speakers, sponsors and other VIPs who attended, as well as your faithful staff.

- Consider sharing your photos/videos by posting them online, including them in your newsletter or using any other appropriate means.
- Please provide your event photos to ECBA so we can create a photo album of your ceremony for the ECBA Website and for posting on our social media sites.





East Cobb Business Association



Ribbon-Cutting Ceremony Participation Request & Information Form

Today's Date: _____

Email Your Completed Form To:
RibbonCutting@EastCobbBA.com

Business Name: _____

ECBA Member's Name & Title: _____

You or Your Business's Event Contact Person: _____

Phone Number: _____

E-mail Address: _____

Website Address: _____

Proposed Date: _____

Ceremony Start Time: _____

Second Choice | Date: _____

Location of Ceremony / Full Business Street Address:



Ceremony Details: _____

Short Quote from Business Owner/Spokesperson: _____

Fun Facts about the Announcement/Ceremony /Event:

(Any interesting or unique aspect that might help garner some media attention!)