



## BUSINESS RIBBON CUTTING GUIDELINES

The Aurora Regional Chamber, Aurora Regional Hispanic Chamber and Quad County African American Chamber of Commerce are looking forward to celebrating your success by coming alongside you for a ribbon cutting ceremony!

Ribbon cutting celebrations are a chance to showcase your business and its success and are meant to be personalized to fit your needs. The information below outlines how we will work with you to create the perfect event.

### RIBBON CUTTING CEREMONIES MAY BE HELD FOR:

- New Businesses
- New Locations
- Expansions or Remodeling of Locations
- Change of Ownership
- Large Milestones/Anniversaries (5<sup>th</sup>, 10<sup>th</sup>, 50<sup>th</sup>)\*

Membership in a chamber of commerce is not required to schedule and have a ribbon cutting ceremony. The investment by chamber members across the region allows for these special events to take place and membership is of course welcomed by any and all of the chambers. Business in any of the four counties (Kane, Kendall, Will and DuPage) where the regional chambers serve may schedule a ribbon cutting. For businesses outside of the immediate Aurora area (North Aurora, Aurora, Montgomery) membership is strongly encouraged to schedule a ribbon cutting.

*\*Note: For other milestones, please reach out to the chamber to discuss scheduling a celebration.*

### SCHEDULING A RIBBON CUTTING

Ribbon cuttings will be hosted Monday – Saturday between 9 a.m. and 6 p.m. Ribbon cuttings hosted Wednesday – Friday see the highest attendance from elected officials and the business community.

Whenever possible, businesses are encouraged to schedule ribbon cuttings between two weeks and six weeks ahead of their desired date. Ribbon cuttings are subject to availability, so the early they are scheduled the more likely you are to receive your desired date.

To schedule the ceremony, reach out to the chamber to discuss eligibility of the occasion, dates and availability, ask your questions, etc. You will then be asked to fill out a Ribbon Cutting Intake Form with information about your business and the event that will assist with planning and a smooth flow of the event.





## ONCE THE RIBBON CUTTING IS SCHEDULED

- **The Chamber will:**
  - Create official invitation and share with the business for your use
  - Arrange for elected officials to be present. Please note that we cannot guarantee the attendance of the Mayor/Village Mayor, it is only a request.
  - Arrange for Chamber presidents and/or Chairpersons of the Board, or another dignitary to officiate the ceremony
  - Contact Chamber Ambassadors, Chamber Board & Staff to encourage their attendance
  - Supply notice of your Ribbon Cutting in Chamber communications and on the Chamber websites
  - Bring large ceremonial scissors and ribbon
  - Bring any equipment needed for the ceremony (i.e., microphone, speaker, check-in table, etc.)
  - Provide framed ribbon cutting certificate at the ceremony
  - Bring markers for attendees to sign your ribbon after the ceremony
  - Take photo(s) to post to Chamber social media and do a Facebook Live of the ceremony
- **The Business Hosting will:**
  - Provide chamber with logo and description of the business
  - Provide the chamber with names and titles of those who will speak and those who will be in the ribbon cutting lineup the day of the ceremony in the ceremony intake form
  - Determine the kind of celebration they would like and express this to the chamber
  - Invite staff, family, customers, board of directors, friends, etc. to celebrate with you as desired
  - Order any food, drink, or giveaways you desire for the celebration

## WHAT TO EXPECT THE DAY OF THE RIBBON CUTTING

- Chamber staff will arrive 30 minutes prior to event to setup and go over the agenda with you
- Attendees will begin arriving at event start time
- The Ribbon Cutting Ceremony will start 30 minutes after event start and NO MORE than 5 minutes late. Please ask your invitees to arrive ahead of the ceremony so they don't miss your big moment.

### For more information, contact:

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