

# Ribbon Cutting Interest Form



The Capital Region Chamber would like to help you to organize a ribbon cutting for; a new business, new location, groundbreaking, expanded/renovated space, commemoration or for a significant milestone (i.e.: 10th Anniversary).

As a member of the Chamber, you gain access to all the perks of a ribbon cutting. We use our vast resources to try and make the community aware of the event. Before the event we will promote your ribbon cutting on our website and, if time permits, post the event in any available member newsletter and/or on our social media.

We usually set the agenda and emcee (Master of Ceremonies) Ribbon Cutting Events and are happy to support any endeavors that you already have under way.

Shortly after any Ribbon Cutting Event, with your permission, we like to post pictures to our social media, we also have relationships with media that allow for featured articles and other news coverage to be shared with the great community. The Chamber provides the "Capital Region Chamber" branded bright green ribbon, extra-large ceremonial scissors and permanent markers (so attendees can sign the ribbon after), for your use.

*\*Please note, we prefer at least 3 weeks advance notice in order to have proper time to coordinate everything and do outreach to other members, the media and local officials.*

This requested event is a;

- |                                         |                                          |                                              |                                          |
|-----------------------------------------|------------------------------------------|----------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Groundbreaking | <input type="checkbox"/> Grand Opening   | <input type="checkbox"/> Relocation          | <input type="checkbox"/> New Business    |
| <input type="checkbox"/> Expansion      | <input type="checkbox"/> Rebranding      | <input type="checkbox"/> Reopening           | <input type="checkbox"/> Newly Renovated |
| <input type="checkbox"/> New Ownership  | <input type="checkbox"/> Milestone _____ | <input type="checkbox"/> Commemoration _____ |                                          |

Name of Company/Organization:

Address of Ribbon Cutting:

Contact Name:

Contact Phone:

Contact Email:

Desired Date:

Desired time:

Second choice date:

Second choice time:

Please check below boxes, for which tasks.

Master of Ceremony (chamber staff will lead/emcee/MC your event)

- ☐ Notify other chamber members
- ☐ Notify press
- ☐ Notify elected officials
- ☐ Bring ribbon, scissors, and permanent markers

It is customary for businesses to provide refreshments, please let us know what (if anything) you will provide.

Below are the typical questions we use for a media release, please answer. If you have one already prepared or are working with a PR team, please forward what you have written up to us.

**Excelsior will write a press release and media advisory. The event is a ribbon cutting to publicly launch the two new colleges within Excelsior University.**

1. What inspired you to open your business?
2. Why did you choose this type of business?
3. What is your background that brought you to your business?
4. Why did you pick your location?
5. What about your business would you like potential customers to know?
6. Is there anything else you'd like to add?

Please return this filled application to Kathy Tabora [ktabora@capitalregionchamber.com](mailto:ktabora@capitalregionchamber.com)