

Ribbon Cutting Interest Form



Celebrate Your Milestone with a Ribbon Cutting - We're excited to help you mark your achievement, whether it's a grand opening, relocation, expansion, renovation, or anniversary, with a ribbon cutting that reflects its significance.

As a valued Chamber member, your event will be featured on our community calendar and, as time permits, promoted through social media and our member newsletter for added visibility. Our team can emcee and assist with planning to ensure a smooth, memorable experience.

With your permission, we'll share event photos on social media and submit a recap to local media (coverage not guaranteed). We also provide our signature green ribbon, ceremonial scissors, and markers for guests to sign as a keepsake.

Scheduling:

Ribbon cuttings may be scheduled Monday - Thursday (10 a.m.–5 p.m.) or Friday (10 a.m.–1 p.m.). They cannot be held on weekends, holidays, or the same day as another ribbon cutting - refer to our [community calendar](#) to see what's already booked.

**Please allow at least 4 weeks' notice for coordination and outreach.*

No storefront? We can host your ribbon cutting at a Chamber office.

Sample Agenda approximately 10-15 minutes

Welcome Remarks	Event Emcee
Introductions/Acknowledgments and Brief Business History	MC introduces Elected Officials, VIP's, Ambassadors, Business Owner
Business Story	Business Owner, Principal or Designee
Ribbon Cutting	Posed photos taken and ribbon cutting happens on count of three.
Optional	Tours of business, networking, refreshments

Ribbon Cutting Tips for a Successful Celebration

Planning & Preparation

- **Keep It Short & Sweet:** Most ceremonies last 15–30 minutes.
- **Assign Roles:** Who will be in photos, handle setup, greet guests etc.
- **Select the Backdrop for the Ribbon Cutting:** In front of signage, special features storefront work best

Promotion & Invitations

- **Spread the Word:** Promote through your own social media or storefront signage.
- **Invite Your Network:** Include family, friends, employees, neighbors, and business partners.
- **Add Your Personal Touch:** Consider creative elements that reflect your brand, this is your celebration!

Food & Atmosphere (optional)

- **Offer Light Refreshments:** Options range from snacks to meals. Choose what fits your style and budget.
- **Create a Festive Vibe:** Balloons, banners, music, or branded décor set the tone. Consider a selfie wall.

Photos & Media

- **Capture the Moment:** Hire a photographer or designate someone to take photos.
- **Smile for the Ribbon Cutting Photo:** We'll guide you with a countdown, so be ready to smile!
- **Post-Event Coverage:** Share your own recap on social media to keep the momentum going.

Final Reminders

- **Relax & Enjoy:** Ribbon cuttings are meant to be fun!
- **Say Thank You:** Follow up with guests, post photos,

Capital Region Chamber Ribbon Request Form - complete both pages

This requested event is a: ☐ New Business ☐ Grand Opening ☐ Relocation ☐ New Ownership
☐ Reopening ☐ New Business Expansion ☐ Newly Renovated ☐ Re-branding
☐ Commemoration/Milestone _____

Name of Company/Organization: _____

Address of Ribbon Cutting: _____

OR at a Chamber office in ☐ Albany ☐ Clifton Park ☐ Schenectady

Contact Name: _____ Contact Phone: _____

Scheduling Your Celebration

☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday

Preferred Date

Time

Alternate Date

Alternate Time

Reminder: available times are Monday - Thursday, starting at 10 a.m. and concluding by 5 p.m. or
Fridays starting at 10 a.m. and concluding by 1 p.m.

Support Services Requested Select the services you'd like us to provide

- ☐ Master of Ceremony (chamber staff will lead/MC your event)
- ☐ Chamber ribbon, scissors, and permanent markers
- ☐ Invite Chamber Ambassadors
- ☐ Invite Local Officials: Please list the elected officials you'd like us to invite:

Media Interview Availability: Local media often prefer flexibility to schedule interviews outside the ribbon cutting. While coverage isn't guaranteed, offering a dedicated time window can help.

Please provide a 1.5–2 hour window when owners or principals will be available. This will be a time when you know you're available for an in-person interview or phone call:

Day/Date and Time: _____

*This can be the same day or another convenient day.

If media can't attend but still want to connect, please share the best contact (name, phone, email): _____

Help Us Tell Your Story To support your media feature, please answer the questions below or share your prepared release if available.

What inspired you to start your business? What personal or professional background led you here?

Why did you choose this industry or type of business?

Why did you choose this location?

What would you like potential customers to know about your business?

Is there anything else you'd like to share?

Facebook handle:

Instagram handle:

LinkedIn profile or URL:

Return this completed application to Kathy Tabora ktabora@capitalregionchamber.com