



Ribbon Cutting Guidelines and Request Form

Overview

Ribbon Cuttings are a complimentary West Des Moines Chamber of Commerce member benefit. They are only planned for a business' expansion, relocation, grand opening, major anniversary or ground breaking. Members must be in good standing and dues paid in full before the ribbon cutting occurs. The following guidelines will assist you in planning a successful ribbon cutting.

Setting the Date

For planning and marketing purposes, ribbon cuttings should be scheduled at least one month in advance, if possible. Check the Chamber online calendar (wdmchamber.org) before selecting a date. We will do our best to accommodate your date preference, however, we try to avoid having two events on the same day. Complete the Ribbon Cutting Request Form and provide two date preferences. Once the request form is received, the Chamber will follow up to discuss further details. Please contact either Anna Doud (anna@wdmchamber.org, 515-250-6076) or Tom Florian (tom@wdmchamber.org, 708-912-0167) with any questions.

Time

Ribbon cutting events are typically one hour long and can be scheduled Monday-Friday between 8:30 am and 5 pm. (No ribbon cuttings past 3 pm on Fridays). Please note that 4 PM on Monday-Thursday tends to generate the best attendance.

The Ceremony

Out of respect for your guests, it is important to start your ribbon cutting on time. The ribbon cutting ceremony will start 15 minutes after the start of the event, unless approved by a Chamber staff member. Those who attend will often remain for refreshments, tours and networking. During the ceremony, the Chamber Ambassador Chair will speak first by welcoming guests and acknowledging any dignitaries present, then will introduce a rep from the city, and then introduce your company rep.

Special Benefits for Members

The West Des Moines Chamber will extend an invitation to the Mayor of WDM and the City Councilmembers to attend the ceremony. The Chamber will also include notice of the event in an email(s) sent to the membership (approx. 5,000 reps) and on the website (www.wdmchamber.org). The Chamber will provide ribbon and ceremonial scissors for use during the event and will take photos that will be uploaded to the Chamber's Facebook page after the event.

Basic Steps for Planning a Successful Ribbon Cutting

Prepare a 3-5 minute introduction about your business. Secure the business executives, managers and employees to attend the event. Clearly outline and communicate their role in the event such as: speaking at the event or being prepared to converse with guests about the company and reason(s) for hosting the event. Hors d'oeuvres and beverages are usually served, but this is your event—you can make it as grand or as simple as you like. If you do serve food/drinks, it is recommended you use Chamber members (complete list of caterers can be found on the Chamber website). It is encouraged to have giveaways or coupons for your guests and that you extend an invitation to your clients, vendors, neighboring businesses and community members.



RIBBON CUTTING REQUEST FORM

Business Name (exactly as you want it printed): _____

Scheduling Contact Person: _____

Who will speak on behalf of your company at the event? Name/position: _____

Address where event will be held: _____

Phone: _____

Email: _____

1st Date Option: _____ 2nd Date Option: _____

Ribbon cuttings are scheduled: Monday-Friday between 8:30 am and 5 pm. (No ribbon cuttings past 3 pm on Fridays)

Start time of event: _____ End time: _____

Ceremony will begin 15 minutes after start time (unless approved by Chamber Staff)

Reason for ribbon cutting:

_____ New business

_____ New location

_____ Remodeled space/expansion

_____ Celebrating a significant business anniversary. If so, how many years? _____

_____ Groundbreaking

Is this ribbon cutting joint with another Chamber of Commerce?

_____ NO _____ YES If so, what Chamber(s) _____

Do you want this ribbon cutting included on the Community Calendar in addition to the Chamber Calendar?

_____ NO _____ YES

Do you want just your staff, city official(s), and two Ambassadors (holding the ribbon) in the photo or all individuals in attendance?

_____ All individuals _____ Just staff, city official(s), and two Ambassadors

Please return form to Anna Doud (anna@wdmchamber.org) or Tom Florian (tom@wdmchamber.org).

Your event will not be added to the Chamber calendar until this form is received.

Do you know of a business that would benefit from joining the Chamber? We would love to meet with them!

Business Name: _____

Contact Person: _____

Phone: _____



Ribbon Cutting Promotion Add On Options

We are so excited you are choosing to participate in the West Des Moines Chamber of Commerce ribbon cutting! If you are seeking additional ways to help get the word out about your location, you can also take advantage of these additional ideas that **will add even more awareness and attraction to your business.**

*Advertising for one month on a **Chamber E-Newsletter** reaching 5,000+ - **\$435/month**

*Advertising on **Chamber Website** for one month reaching thousands - **\$435/month**

***Solo email** blast reaching 5,000+ - **\$500**

***Custom video** of your business to showcase and tell your story - **\$1,250**

Choose ala carte options or the entire package for one month at a special 15% off discount for \$2,225