

## Knightdale Chamber of Commerce

### Ribbon Cutting

**A Ribbon Cutting Ceremony** will provide member businesses with an official event to celebrate the opening, remodeling, relocation, under new ownership or new management, or anniversary.

#### What We Do:

- § People – Town of Knightdale representative, Chamber officials, Ambassadors, general membership and staff members as possible to attend your ceremony.
- § Pictures – We will take digital pictures for you.
- § Publicity – We will submit a digital photo and information to the Eastern Wake News for possible media coverage.

#### What You Do:

- § Schedule a time and date – if at all possible try to give us at least 2 different times and dates that would work for you. Please give us 2 weeks notice.
- § Write a short summary/description - approximately 50 words or less - about your business, as well as the facts and reasons for the ceremony. This will be used for the press release, the Chamber newsletter, and website. Please e-mail this to Jennifer Bryan at [jennifer.bryan@knightdalechamber.org](mailto:jennifer.bryan@knightdalechamber.org) prior to the Ribbon Cutting to prevent delays in printing.
- § Be there – this is your ribbon cutting, we need you for the pictures and information.
- § Invitations – the more the merrier. Please try to invite as many people as possible for the greatest impact. Suggestions include: your family, friends, business associates, customers, etc. The Chamber can also provide mailing labels for the general membership for \$1.00 a page.
- § Several businesses have offered an advertised discount promotion for a few hours surrounding the ceremony; for example: a 15% discount on merchandise purchased for the two hours following the ceremony.
- § Providing beverages and food are optional. They do make a nice touch depending on the type/size of the event. For larger events, hosts might consider having the event catered.
- § If you have a home-based business, or feel your location would not be suitable for the ceremony, you can schedule your event at the Chamber office.

*Note: If you find that you need to cancel or reschedule a ceremony, please notify The Chamber at least 24 hours in advance.*