



  
UPPER VALLEY  
*Business Alliance*

# RIBBON CUTTING

## HOSTING INFORMATION

UPPER VALLEY BUSINESS ALLIANCE

# HOSTING A RIBBON CUTTING



Our Ribbon Cutting events offer members, customers, and guests the chance to celebrate new businesses, remodels, grand openings and more! Ribbon cuttings are held during regular business hours in cooperation with UVBA staff.

## BY HOSTING A RIBBON CUTTING, YOU CAN:

- Introduce UVBA Members to your business
- Publicize your business within the local community
- Gain name recognition through listings on the UVBA's website, calendar, Facebook, E-News, etc.
- Familiarize UVBA members and business owners with your products/services
- Provide an opportunity for UVBA members and business owners to visit your physical location
- Grow your customer base
- Generate possible leads and sales from attendees and those who heard about it

# WHAT HAVE OTHER BUSINESSES DONE TO MAKE THEIR EVENT UNIQUE?



- Sent a special invitation to the entire UVBA membership
- Invited clients, employees, and/or board directors from their organization
- Invited corporate staff from out-of-town headquarters
- Gave free samples of their product or services
- Gave door prizes or other give-a-ways
- Decorated with balloons, banners, lights, search lights, etc.

**If you would like to schedule a Ribbon Cutting,  
please contact the UVBA office at  
[uvba@uppervalleybusinessalliance.com](mailto:uvba@uppervalleybusinessalliance.com) or call  
603-448-1203.**

## **Upper Valley Business Alliance**

377 N Main Street W Lebanon, NH 03784  
[www.uppervalleybusinessalliance.com](http://www.uppervalleybusinessalliance.com)

# TIPS & RESPONSIBILITIES

Hosting a Ribbon Cutting is a great way to celebrate milestones in your business. Whether a brand new business, a significant anniversary, a remodel or more. Here is a list of what to expect.

## WHAT DOES UVBA DO?

- Invite the UVBA Board of Directors, Ambassadors, local and regional government officials, and general membership to attend.
- Bring the BIG scissors & ribbon.
- List your event on the UVBA's website, E-News, and on social media – featuring your logo and/or graphics.
- Contact local media for coverage of the event and send reminders.
- Write a press release for distribution.
- Briefly address guests, introducing you as the host.
- Provide you with a list of local media contacts and caterers, upon request.
- Ribbon cuttings should be planned a minimum of 4 weeks in advance. Requested dates are on a first come-first serve basis. UVBA cannot guarantee attendance at your event.

## WHAT DOES THE HOST DO?

- Invite your customers, staff, board, managers and other guests to attend.
- Share about your business. This is typically done after the UVBA representative has gathered the group's attention and introduced you as the host. Please limit your speech to three minutes.
- Provide tours of your facility for those interested in participating.
- Think of a fun way to cut the ribbon! Of course we always have our big scissors, but if you are a landscaping business and want to use a chainsaw, we can do that as well!
- Provide light refreshments if desired.
- It is suggested that you consider hosting an open house in conjunction with your ribbon cutting ceremony.
- If you plan to offer discounts, prizes or give-aways, make sure to let us know to help us better promote your event.

