



RIBBON CUTTING CEREMONY

WHEN TO SCHEDULE A RIBBON CUTTING

- New – opened your doors within the past 12 months
- Changed ownership or management within the past 6 months
- Moved to a new location or had a remodel/expansion at your present location
- Celebrating a significant anniversary

GROUNDBREAKING CEREMONY

- Breaking ground at a new build
- Golden shovels available

WHO DO I CONTACT?

Send an email with your interest to
Ashley.Simonson@elevaterapidcity.com
or call 605. 716.0021

OPTIONS

FREE

- Task Force Volunteer will attend with ribbon and scissors
- Volunteer will take and email you a photo of the ribbon cutting.

\$100

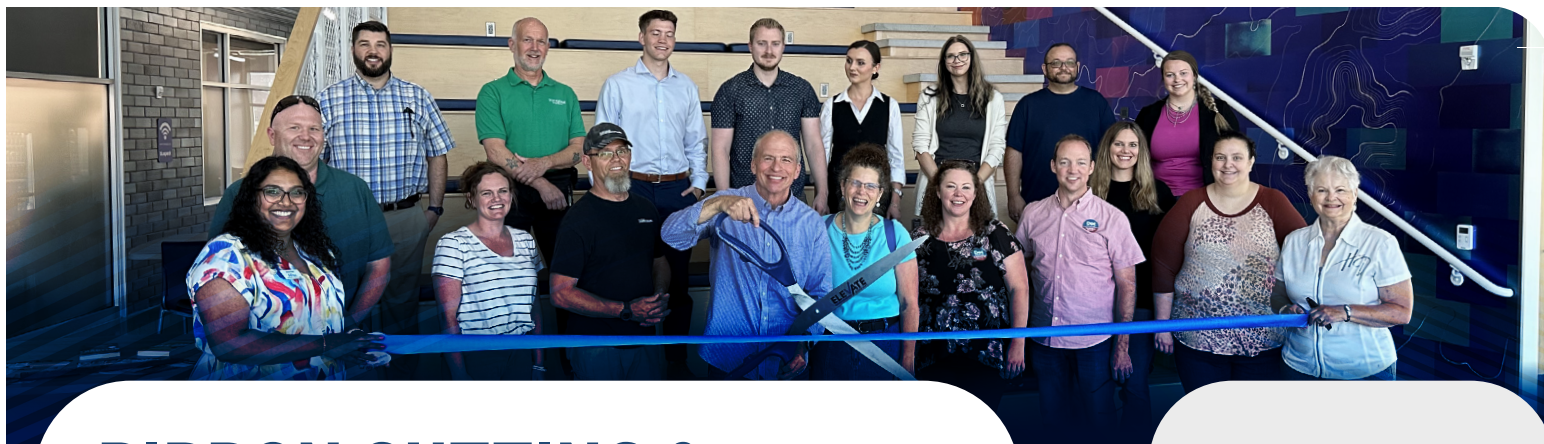
Everything above plus:

- We will send the invitation out to the Ribbon Cutting List
- Ribbon Cutting photo will be featured in a “group” article on our website (monthly ribbon cuttings)

\$250

Everything above plus:

- A stand-alone ribbon cutting “feature” article



RIBBON CUTTING & GROUNDBREAKING

HOST RESPONSIBILITIES



CONTACT ELEVATE

Check date for availability.
Ribbon Cuttings are offered
9 a.m. to 4 p.m., Tues.-Thurs.
*Maximum of 2 per day
(subject to availability)*



SEND OUT INVITES

Example: customers, clients,
vendors, friends, family,
neighboring businesses
Create a social media event.
*Please feel free to add Elevate
as co-host.*



ADDRESS & PARKING

Provide the correct address
and any specific parking
instructions. Consider ADA
experiences.



SCRIPT & AGENDA



ASSIGN RIBBON 'CUTTERS' OR 'SHOVELERS'



REQUEST MEDIA



REFRESHMENTS

Coordinate and supply any
refreshments.
*Contact us if you would like a list
of caterers.*

ADDITIONAL TIPS

- Remember this is your party, it is time to celebrate and showcase your business in the best light. Coach your staff and encourage them to interact with attendees.
- Consider offering tours or having promotional items available. Some businesses offer free samples or a special coupon for the day of the event.
- To minimize the potential for conflict, avoid scheduling your event around holidays and other community events – this can reduce turnout for yours. Also consider how the time of day might affect your guest attendance and plan accordingly.
- If you are counting on key dignitaries/civic leaders to speak or attend your event, it is important you check their calendars in advance to confirm attendance before you finalize your invitation to others.

DAY OF TIMELINE

- GUESTS ARRIVE
- PROGRAM BEGINS
Intro from Elevate rep
- BUSINESS REP SPEAKS
Explain your business,
any key history, share
your excitement and
what this day means for
you
- EVERYONE LINES UP
Communicated in
advance who will be
cutting the ribbon/
digging and gather up
front
- ELEVATE REP WILL
TAKE THE PHOTO
- CUT THE RIBBON
OR DIG GROUND
- CEREMONY
CONCLUDES