



## **Meadville Area Chamber of Commerce Ribbon Cutting and Cake Cutting/Anniversary Celebration Planning Guide**

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**Dear Valued Member,**

Hello! Thank you for your interest in scheduling your business or organization's ribbon cutting or anniversary celebration event with the Chamber. These events are a fantastic marketing tool, offering great exposure to both Chamber members and the broader community.

The goals of a ribbon cutting or anniversary celebration event are threefold:

- **Promote your business**
- **Provide valuable networking opportunities**
- **Support the Chamber's mission** of fostering business growth, community connections, promote our members businesses and leadership development

This planning guide is designed to help you and your team maximize the impact of your event. We are excited to partner with you to make your ribbon cutting or anniversary celebration a successful and memorable occasion.

### **Event Highlights**

The Chamber does not charge a fee to host a ribbon cutting or anniversary celebration. However, we ask that you take the following steps to help ensure a successful event:

#### **Promote, Invite, Engage!**

Our shared goal is to maximize your event's visibility. Feel free to invite customers, suppliers, business partners, friends, family, and others. To amplify your reach, the Chamber will promote your event through:

- Monthly newsletter
- Radio mentions
- Email blasts
- Social media

We will also create a Facebook event page and, if your business has an active Facebook account, list you as a co-host. Your expertise about your business and audience is invaluable, so we encourage you to engage directly with the event page through posts and updates.

#### **Example host posts:**

- A personal welcome from the business owner or director
- Insights about your goals or mission statement
- Background on your products or services



## Food & Beverages

Light refreshments, such as hors d'oeuvres and drinks, are typically sufficient. The focus should remain on your business. Alcoholic beverages may be served at your discretion.

- For **anniversary celebrations**, the Chamber will provide a small cake for photos. If you'd like to serve cake, cupcakes, or other treats, we recommend ordering additional servings.
- For **ribbon-cutting events**, we will attempt to provide ribbon in your preferred color(s) (up to two). Please let us know your choice in advance.

## Giveaways

Offering giveaways like merchandise, gift certificates, or service vouchers is a great way to attract attendees. Let us know if you plan to include giveaways so we can incorporate this information into promotional materials.

## Event Timing

The Chamber typically schedules these events on weekday afternoons (Monday–Thursday) at noon or 4 PM, as these times usually ensure the best turnout.

To get started, please complete the attached form and return it to the Chamber as soon as possible. For optimal promotion, all event details should be finalized by the **10th prior to the month** of your proposed date.

If you have any questions or need assistance, please contact the Chamber at **814-337-8030** or [info@meadvillechamber.com](mailto:info@meadvillechamber.com).

Thank you for choosing the Chamber to celebrate this exciting milestone with you. We look forward to working together to make your event a memorable success.

Warm regards,

*Christa*

Christa Lundy  
Executive Director

