

How to Make Your Ribbon Cutting Event a Success

A Ribbon Cutting is more than a moment—it's an opportunity to introduce your business to the community, build relationships, and create lasting visibility within the Chamber's LGBTQ+ and allied economic ecosystem.

We're here to partner with you every step of the way.

Step 1 – Planning & Coordination

Start by identifying your goals, budget, and available resources (venue, staffing, etc.) to shape the type of event you'd like to host.

Scheduling Guidelines:

- Ribbon Cuttings are typically held **Monday–Friday between 9:00 AM – 5:00 PM**
- Alternate timing may be available if aligned with a Chamber signature event
- We ask that you schedule at least **90 days in advance** to maximize attendance and promotion and allow for adequate planning time

Be sure to:

- Avoid major holidays or conflicting community events
- Coordinate with key stakeholders whose attendance is important
- Confirm your date with the Chamber early

👉 **Complete the [Ribbon Cutting Reservation Form](#) to get started.**

Step 2 – Build Your Guest List

Think broadly about who you want to celebrate with and connect to your business or organization:

- Clients and prospective customers
- Employees and team members
- Friends, family, and supporters
- Vendors, partners, and advisors
- Fellow Chamber members
- Community leaders and elected officials

Step 3 – Send Invitations

We recommend sending invitations **3–4 weeks in advance**.

Best practices:

- Use email invitations and calendar holds for ease
- Include RSVP to plan accordingly
- Promote across your social media channels
- Use the Member Facebook and LinkedIn events to promote the ribbon cutting

The Chamber will:

- Invite our membership network
- Notify Board leadership
- Amplify your event through our communication channels

Step 4 – Food & Beverage

Refreshments can be simple or elevated depending on your event style and timing:

- **Morning:** Coffee, juice, pastries
- **Midday:** Light lunch or sandwiches
- **Afternoon/Evening:** Hors d'oeuvres or light bites

If serving alcohol:

- Best suited for late afternoon/evening events
- Always include non-alcoholic options

👉 The Chamber can connect you with Chamber members who can provide catering services. Or visit the [Chamber Member Directory](#) for resources.

Step 5 – Program & Ceremony

The Ribbon Cutting ceremony is the highlight of your event.

- Ideal program length: **10–15 minutes (max 20 minutes)**
- We will include brief remarks from your team and key partners
- Share your story, mission, and what this milestone means

The Chamber will:

- Work with you to create a program and manage program flow
- Support remarks and ceremony logistics

Step 6 – Engagement Opportunities

Enhance your event experience with:

- Door prizes or giveaways
- Special promotions or offers
- Branded moments or photo opportunities

These are great ways to:

- Encourage attendance
- Capture leads
- Create lasting impressions

Step 7 – Maximize Your Visibility

Your Ribbon Cutting is a powerful visibility moment—before, during, and after the event.

The Chamber will support your event by:

- Promoting it on our **event calendar, newsletter, and social media**
- Inviting members and community leaders
- Providing ceremonial "rainbow" ribbon and scissors
- Coordinating the official Ribbon Cutting moment
- Sharing event photos on social platforms
- Coordinating program
- Capturing photos (we encourage your own photographer as well)

We encourage you to:

- Promote across your own channels
- Tag the Chamber
- Follow up with attendees after the event

Ready to get started?

We're excited to celebrate this milestone with you.

👉 **[Submit your Ribbon Cutting Reservation Form](#)** to begin planning your event.

For questions or support, contact us at **info@houstonlgbtchamber.com** or 832-510-3002.

At the Greater Houston LGBTQ+ Chamber of Commerce, Ribbon Cuttings are about more than opening doors—they're about building connections, celebrating community, and creating visibility for businesses and organizations that are part of a thriving LGBTQ+ and allied economic ecosystem.