

Ribbon Cutting Events - FAQ

What is a Chamber Ribbon Cutting?

A Ribbon Cutting is a ceremonial celebration marking a significant milestone for your business—whether it's a grand opening, expansion, relocation, or anniversary.

It's more than a moment—it's an opportunity to:

- Introduce your business to the community
- Build meaningful connections
- Increase visibility within the LGBTQ+ and allied business ecosystem

Ribbon Cuttings also provide a great opportunity for photos, storytelling, and recognition of those who helped make your business possible.

Who qualifies for a Ribbon Cutting?

Ribbon Cuttings are available to Chamber members in good standing.

Your business may qualify if you are:

Opening a new business, brand, or location (within the past 6 months)
Relocating or expanding
Celebrating a milestone anniversary or achievement
Reopening under new ownership or after a major event
Hosting a groundbreaking
Marking another significant milestone (case-by-case)

What are the benefits of hosting a Ribbon Cutting?

A Ribbon Cutting helps you:

- Build visibility as an LGBTQ+ inclusive and supportive business
- Connect with Chamber members and the broader community
- Showcase your products, services, and space
- Strengthen your network and relationships
- Generate leads, customers, and future opportunities

Are there different Ribbon Cutting options?

Yes—there are multiple ways to host your Ribbon Cutting depending on your goals and preferred format.

Option 1 – As Part of a Chamber Signature Event Integrated into an existing Chamber event

- Includes built-in audience and visibility
- Requires event sponsorship

Option 2 – Stand-Alone Ribbon Cutting

- Hosted at your business location or venue
- Fully customized to your brand and experience
- You manage event logistics; the Chamber supports promotion and program

Option 3 – “Side Event” at a Chamber Event

- Ideal for businesses without a physical location
- Conducted before or after a Chamber event
- Offers visibility without full event planning

👉 **Fees vary by membership level and selected option. [See details here.](#)**

How does the Chamber support my event?

The Chamber partners with you to elevate your Ribbon Cutting through:

- Promotion via **event calendar, newsletter, and social media**
- Invitations to members, Board, and members
- Program coordination and ceremonial support
- A Chamber representative for remarks
- Ribbon and ceremonial scissors (including rainbow ribbon options)
- Event photography and shared photo album
- Approved images for your business use

Is this my event or a Chamber event?

It depends on the option selected.

- Some Ribbon Cuttings are integrated into Chamber events
- Others are fully hosted by your business with Chamber support

Regardless, this is a **shared opportunity**—and your engagement in promotion and outreach is key to success.

We strongly encourage you to:

- Personally invite your network
- Promote across your channels
- Treat this as a major business milestone moment

How far in advance should I schedule?

We recommend scheduling your Ribbon Cutting at least 90 days in advance.

Best practices:

- Ideal days: Tuesday–Thursday
- Ideal time: Between 9:00 AM – 5:00 PM
- Avoid lunch hour unless intentional
- Evening events typically align with Chamber programming

👉 Early scheduling allows for stronger promotion and better attendance

What should I plan for my event?

To ensure a successful Ribbon Cutting:

- Identify who will participate in the ceremony
- Prepare brief remarks (2–3 minutes recommended)
- Invite your full network (clients, partners, family, community leaders)
- Consider light refreshments or catering
- Offer tours of your space if applicable
- Provide materials about your business
- Consider giveaways or branded items

How many Ribbon Cuttings can I host?

This depends on your membership level. Please refer to your membership benefits for details.

How can I maximize attendance and impact?

To get the most out of your Ribbon Cutting:

- Schedule early
- Promote consistently (email + social + direct outreach)
- Invite broadly and intentionally
- Consider media outreach or a press release
- Follow up with attendees after the event

How do I get started?

Getting started is simple:

- 👉 Complete the [Ribbon Cutting Reservation Form](#).
- ✉ Email supporting materials to: info@houstonlgbtchamber.com

For questions, contact us at 832-510-3002

Final Note

Your Ribbon Cutting is a milestone worth celebrating.

We're honored to partner with you to create a moment that reflects your business, your impact, and your place in a thriving and connected community.