



Ribbon Cutting Request Form

Today's Date: _____ Name of Business: _____

Date Requested for ribbon cutting: _____

I understand that this is a request, dates are given on a first come first come basis.

Time Requested for ribbon cutting: _____

- *Ribbon cuttings are performed weekdays during normal business hours
- *Date/time subject to MBA approval after considering previously scheduled events
- *Event is not scheduled until event confirmation is sent from the MBA

Main contact for ribbon cutting

Main contact email: _____

Phone number for public inquires: _____

Address of ribbon cutting: _____ Zip Code _____

Who will the MBA be presenting the plaque to during your event? _____

Would you like to conduct a tour during your ribbon cutting? _____

Describe the reason for the ribbon cutting and any other information about your business that you'd like shared on our website events calendar: _____

Purpose for ribbon cutting:

- New Business (newly opened)
- Groundbreaking
- Large expansion or major remodel
- Moved to new location
- Under new ownership
- Commemorative/milestone anniversaries (10, 25, 50 years) Details:

Midland Daily News Ribbon Cutting Press Release Info

Quoted Business Representative _____

250 Word (or less) quote for Midland Daily News. This can be thanking the community, your employees, mentioning a remodel process, why you like doing business in Midland, etc.

Please email your request to:
Email: mba@mbami.org
Questions: (989) 839-9901



Ribbon Cutting Information

The Midland Business Alliance (MBA) offers all of our member businesses a ribbon cutting ceremony as a benefit of membership. To qualify for an MBA ribbon cutting, the business must be a member in good standing and be a new business, new location, significant expansion/remodel, new ownership of business, or commemorative anniversary.

A ribbon cutting ceremony is a short ceremony held at the business celebrating one of these milestones. It can be held between 8 AM – 5 PM, Monday – Friday. The ribbon cutting request form must be filled in completely with the requested date and time and sent to the MBA. The MBA will review the request and send an email to approve, deny or propose an alternative date/time based on availability. When a date/time is agreed upon, the MBA will send a link to the event on the MBA website to have the business approve or make changes. The event will then be made public and confirmed to take place.

The MBA provides the following:

- Ceremony order of events:
 - MBA staff member welcomes guests
 - MBA Ambassador introductions
 - MBA Ambassador plaque presentation
 - MBA Ambassador business card holder presentation
 - MBA staff member presents public official letter
 - Business representative gives remarks
- Red ribbon, bow and large scissors for ribbon cutting
- Publicize the event on the MBA website upcoming events page
- Photos taken at event and posted on MBA social media
- Event photo and description posted in print/digital media with the Midland Daily News

Ideas for a successful ribbon cutting:

- Script remarks for your business representative to make remarks including introduction of staff, special guests, and remarks about your business
- Greeter at your doors to welcome guests
- Light refreshments & snacks
- Information or logo items for guests to take
- Item to be awarded to an attendee through a drawing
- Notices of your upcoming events or sales
- Invitations to your family, clients, team members, etc. to attend
- Invitations to the public to attend through social media