

Ribbon Cuttings and Groundbreakings

Why Host a Ribbon Cutting?

**New Chamber Member – Opened a New Business – Bought an Existing Business – New Management
Remodeled Business Location – Launching a New Exciting Product – Building a New Facility**

How is a Ribbon Cutting or Groundbreaking requested and scheduled?

- Members and non-members may request ribbon cuttings. There is no charge for this service of the Chamber.
- Non-members must be located within the Tri-Lakes area and are responsible for promoting their own events.
- The Chamber provides scissors, ribbon, one staff person and our volunteer photographer, if available. Contact Chamber for more info.
- The below Request Form must be submitted to julie@trilakeschamber.com at least four weeks prior to the date of your ribbon cutting or groundbreaking, or as soon as it is scheduled. This allows for maximum exposure of your event.



Host Responsibilities:

- Host is responsible for all costs incurred such as food, beverages, outside advertising, etc. Refreshments are not required, but highly recommended.
- Door prizes are an effective way to further promote your business and capture return business but not required.
- Be creative and have fun! This is your event and your chance to let the community know about your business.



TIPS:

- Attendance of Chamber members varies but could be 5-20, unless your invite list is very large. The true value is the free publicity (for members only) in the form of announcements at Chamber events, notice in our eNewsletter, eBlasts, and Facebook posts. If someone does not attend, they still know about your business.
- We recommend the event occur either over the lunch hour (11:30–1:00 p.m.) or late afternoon/after business hours (4:30–6:00 p.m.).
- We encourage hosts to invite customers, family, friends, colleagues, and media.

Chamber Responsibilities:

- A Chamber representative (staff, ambassador and/or board member) will arrive at least 15 minutes before the actual Ribbon Cutting Ceremony and will bring our three-foot scissors and your requested color of ribbon and golden shovels (if necessary). The representative will welcome the group, orchestrate the ribbon cutting, then have the host say a few words, or they can follow your schedule.
- For Chamber members only: Your ribbon-cutting will be featured on our website Ribbon Cutting page, our community calendar scroll, and shared on our social media platforms. Your event will also be promoted in our weekly event email updates.
- The Chamber will notify our Ambassadors, Chamber staff, and Chamber Board members, as well as the general membership and community of your upcoming ribbon cutting.



Member
Non-Member



Ribbon Cutting or Groundbreaking Request Form

Today's Submission Date: _____ Day and Date of Event: _____

Event Start and End Time: _____ Ribbon Cutting Time: _____

Reason for Ribbon Cutting /Ground Breaking: _____

Company Name: _____

Location of Event: _____

Will the Ribbon Cutting be joint with another Chamber? Yes No Which one? _____

Color of Ribbon: Red Navy Blue Purple Gold Silver Green

How many shovels if groupnd breaking (up to 6): _____

Contact Person: _____ Phone: _____

Email: _____ Website: _____

Description/Type of Company/Business (one sentence): _____

Will you be taking photographs: Yes No Name of Photographer: _____

Photographer Email: _____ Photographer Phone: _____

Can the video or photos of your ribbon cutting be posted online: Yes No

Please email a .jpg or .png of your logo to Noah@trilakeschamber.com. It will be used in promotional materials on our website and social media.

Enjoy the Benefits of Membership

Event promotion is one of the many value-added services to members of the Tri-Lakes Chamber of Commerce. If you are not a member and would like information on joining, contact our office at (719) 481-3281.

Member only benefits for Ribbon Cuttings:
announcement of ribbon cutting to email subscribers, ribbon cutting posted on website, Facebook, and local newspaper.

166 Second Street PO Box 147, Monument, CO 80132 (719) 481-3282 www.trilakeschamber.com

Office use: Calendar Invites Facebook Event Website Scroll/Calendar Facebook reminder post CN reminder email Confirmation call Email pictures
If Main Street or above: Video elected officials