

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 requesting a Ribbon Cutting must be located within the Tri-Lakes area and are responsible for promoting their own events. The Chamber only provides scissors and one staff person. Contact Chamber for more information.
- **The below Request Form must be submitted to the Chamber (Laura@trilakeschamber.com or fax to 719-481-1638) at least four weeks prior to the date of your ribbon cutting or groundbreaking.** This allows for maximum exposure of your event.
- You will be notified after receipt of the form to confirm 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.

o TIPS:

- Attendance of chamber members varies but could be 5-20. 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 pm) or late afternoon/after business hours (4:30–6:00 pm).
- 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 requested color of ribbon, or golden shovels. The representative can 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 photo and company name will be featured in the Chamber's monthly publication in the Tri-Lakes Tribune and Snippetz. Your event will be in our weekly newsletters and listed on the Chamber's website calendar.
- 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 / Groundbreaking: _____

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 ground breaking: _____

Contact Person: _____ Phone: _____

Email: _____ Website: _____

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

Will you be taking photographs? Yes No Name of photographer: _____

Photographer Email: _____ Phone: _____

Please email a .jpg or .png copy of your logo to Laura@trilakeschamber.com. It will be used in advertising and ribbon cutting announcement on our website.

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 719-481-3282.

Member only benefits for Ribbon Cuttings – announcement of Ribbon Cutting to email subscribers, video of ribbon cutting posted on Facebook and YouTube, and picture and announcement in newspaper.