



RIBBON CUTTINGS



A Ribbon Cutting Ceremony a great way to celebrate or kick-off a Grand Opening, relocation, start of Chamber Membership, and/or new ownership for a business. It is an important component of any marketing and advertising plan for both new and already established businesses. Ribbon Cuttings offer an opportunity to meet key leaders in the community, increase awareness for your business, and get acquainted with your neighbors and fellow Chamber members. As a benefit to your membership, the Alamosa County Chamber will assist you in planning a successful event for your company. If possible, please allow 1-2 weeks ahead of the event to allow for adequate self-promotion and to give the Chamber sufficient time to plan and advertise. This will help ensure maximum participation from the community.

For your Ribbon Cutting, the Alamosa County Chamber of Commerce will provide as a benefit of your membership:

- Ribbon and Giant Scissors will be brought the day of the Event
- Advertising and promotion for your Ribbon Cutting event through our Email List via Constant Contact, our Weekly E-mail Newsletter, and through our Social Media pages and networking events
- Invite to the City Council, Board Members, and all fellow Chamber Members
- Photo of your Ribbon Cutting in the newspaper courtesy of the Valley Courier
- Photo of your Ribbon Cutting in our Weekly Email as well as additional Social Media Promotion, Facebook Lives, Instagram Posts, etc.

For your Ribbon Cutting, the Alamosa County Chamber of Commerce recommends that your business provide any or all of the following:

- Self-promotion: Advertise for your business/Ribbon Cutting via radio, television, your business social media pages, newspaper, flyers, and/or direct mail.
- Tours of your business before and/or after the Ribbon Cutting
- Door prizes, drawings, and giveaways (at least one is usually recommended, for your products/services, gift certificates, etc.)
- Light refreshments (i.e. cookies, light snack, punch)
- Special promotions or sales the day/week of your Ribbon Cutting
- Prepare to briefly speak to guests about your business- include hours of operation, business history, services provided, etc.

Prior to your Ribbon Cutting the Alamosa County Chamber will invite local government representatives, our Board of Directors, as well as our members and their employees to attend. With all of our promotion, we will include the date, time, and place of your Ribbon Cutting; and if there is any additional information, (special promotions, sales, activities that will be going on the day of your Ribbon Cutting) that will also be included. Please call our office or e-mail us at chambergrowthdirector@gmail.com if you have questions or for more information!



***We can also help host Ground Breaking Ceremonies! (complete with golden shovels!)**