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### Rethinking Capital Project Dedications

The final signature moment for most capital projects is traditionally the facility dedication and ribbon-cutting event commemorating the end of the construction phase. The event provides an opportunity to reinvigorate energy after a lengthy fundraising campaign, allow supporters to share this pinnacle moment, and officially open the facility for use. As universities develop new event guidelines and manage potential budget restrictions, development staffs will be challenged with how they cap-off major facility milestones.

### Exclusive First Look for Donors

With many supporters located outside of the Dallas-Fort Worth Metroplex and facing restrictions on travel, it was unrealistic to think we could show everyone the space in person before photos and other materials became public. This would be the very first look of the facility's interior so it was critical to capture our 'wow' moment.

### Virtual Ribbon Cutting and Thank You

A key component of athletics facility dedications

is an opportunity for the chancellor or university president and athletics director thanking the individuals that made the project possible. There are several trustees, special committees, and project donors involved in a single campaign. The video featured a four-minute segment of our Chancellor Dr. Victor J. Boschini Jr. and Athletics Director Jeremiah Donati directly addressing these individuals and cutting our virtual ribbon. We also incorporated features from TCU parent and Host of ABC's The Bachelor, Chris Harrison, and Voice of the Horned Frogs, Brian Estridge.

### Memorable Distribution

The theme of the new Legends Club & Suites area was the technological and state-of-the-art amenities, so it was only fitting to provide the same viewing experience for our donors. All 400+ project donors were mailed the virtual dedication in a video card brochure with a 7-inch screen. The piece could be watched from the comfort of their home and recharged for endless hours of enjoyment.

To view the virtual dedication, visit:  
<https://bit.ly/AGCSDedicationVideo>  
or for more information, visit:  
<https://bit.ly/AGCSVirtualDed>.

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