

SPECIAL CEREMONY INFORMATION

Contact: **Annette Atchley**, Resource Desk Coordinator
aatchley@hsvchamber.org or 256-535-2000



225 Church Street NW
Huntsville, AL 35801

phone 256-535-2000
fax 256-535-2015

hsvchamber.org

Celebrations are an important aspect of your business and can be a great marketing tool. The Huntsville/Madison County Chamber offers you a special way to make your celebration a memorable one. Our **Ribbon Cutting Service** is a great way to bring attention to new businesses as well as existing businesses for special occasions. This service is free to all qualifying Chamber members. Thank you for allowing the Chamber to assist with your event. We look forward to promoting your business.

WHO QUALIFIES FOR A SPECIAL CEREMONY?

As a member benefit, the Chamber is available to assist with your ceremony if your business...

- has opened its doors in the past 12 months
- has moved to a new location due to an expansion
- has gone through a major remodel or expanded its current location
- is celebrating a milestone anniversary (5 year, 10 year, 15 year, etc.)
- is planning a groundbreaking

Note: You do not need a storefront to have a ribbon cutting! We are more than welcome to have the ribbon cutting in our auditorium.

GETTING STARTED

1. Take a look at your calendar and select two or three dates that work for you.
2. Call or email your Membership Representative or Annette Atchley to set up a time and date for your ceremony, and fill out a **Ribbon Cutting Request Form**.
3. Please contact the Chamber at least 4 weeks in advance to assure date availability.

SUGGESTIONS FOR PICKING DATE AND TIME

1. A typical ribbon cutting is approximately 30 minutes to an hour and can be scheduled Monday-Friday between 9 a.m. and 4 p.m.
2. The best times during the day are usually around lunchtime (11 a.m.) or towards the end of the workday (4 p.m.). These are the most convenient times for people to get away from their office.
3. The best days of the week to hold a ceremony are either Tuesday or Thursday.
4. It is important to have your event during normal business hours for a large turnout.
5. Please allow 30 minutes for a simple event or an hour for an elaborate event.

CHAMBER ASSISTANCE

1. Invite Chamber staff and all Chamber Ambassadors and Emissaries
2. Invite dignitaries which may include: Chamber Executive Committee, Chamber Board of Directors, ex officio and elected officials.
3. Supply large ceremonial scissors and red ribbon
4. Take photos during ceremony
5. Post event in the Chamber's online **Events** listing
6. Information will be included in our **Monday Mash-up** e-newsletter sent to all of our Chamber members, time permitting.

INVITATIONS

1. If you wish to send out additional invitations announcing your event, you are welcome to do so.
2. We suggest sending out invitations (mail or email) approximately two weeks prior to the event.
3. You might also consider inviting family, friends, neighbors, business associates, clients and potential clients.

– continued on back

OPTIONAL LISTS *(provided at your request only)*

1. List of Chamber member caterers
2. Sample agenda
3. Sample invitation

SITE VISIT

1. The Chamber will be contacting you to set up a time to have a site visit.
2. This is just a chance for them to meet you, see the venue, cover details, and answer any questions you may have.

THE CEREMONY

Out of respect for your guests, it is important to start your event on time. Attendees will often stay afterward for refreshments, tours and/or networking. To commemorate your ceremony, a framed Ribbon Cutting certificate will be presented by a Chamber staffer or Ambassador.

A typical ceremony:

- 11:00 a.m. Arrival of guests / Networking
- 11:30 a.m. Welcome & Introduction by Chamber representative
- 11:40 a.m. Brief speech by company representative / Recognition of special guests
- 11:45 a.m. Photos / Cutting of ribbon
- 11:50 a.m. Refreshments / Tour / Networking

We are happy and willing to work with you to make this a great ceremony for your guests.
If you have any questions, please contact us. We look forward to assisting with your ceremony.
Thank you for your interest!