

# SPECIAL CEREMONY INFORMATION

Contact: **Membership**  
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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** and **Groundbreaking** events are great ways to bring attention to new businesses as well as existing businesses for special occasions. There is a fee of \$100 for this service due after request approval. Thank you for allowing the Chamber to assist with your event. We look forward to promoting your business.

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## 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! You are more than welcome to have the ribbon cutting in our auditorium.*

## GETTING STARTED

1. Take a look at your calendar and select three dates and times that work for you.
2. Call or email your Membership Representative or Donna McCrary to set up a time and date for your ceremony, and fill out a **Ribbon Cutting** or **Groundbreaking Request Form** with dates and times.
3. Contact the Chamber at least 4 weeks in advance to assure date availability.
4. Please note, the \$100 service fee must be paid upon request approval.

## SUGGESTIONS FOR PICKING DATE AND TIME

1. A typical ribbon cutting or groundbreaking event is approximately 15-30 minutes and can be scheduled Tuesday–Thursday between 9 a.m. and 4 p.m.
2. The best times 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. It is important to have your event during normal business hours for a large turnout.
4. Please allow 15 minutes for a simple event or 30 minutes for an elaborate event.

## CHAMBER ASSISTANCE

1. Your event will be listed on the Chamber's online **Events** page.
2. Information will be included in our weekly **Mash-Up** and bi-monthly **Member Connection** e-blasts which are sent to all Chamber members, time permitting.
3. All Chamber staff, Ambassadors, and Emissaries will be invited.
4. We will supply large ceremonial scissors and red ribbon.
5. A Chamber representative will take photos which will later be posted on the Chamber's website and Flickr page.

## 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.

## 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 to meet you, see the venue, cover details, and answer any questions you may have.

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