

SPECIAL CEREMONY INFORMATION

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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 **\$150** 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 or is planning a groundbreaking
- 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.)

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

- **Contact the Chamber at least 4 weeks in advance to assure date availability.**
- Review your calendar and select three dates and times that work for you.
- Complete a Ribbon Cutting or Groundbreaking Request Form listing your selected dates and times. Submit the completed form to one of our Membership Representatives.
- Please send an email to membership@hsvchamber.org to set up a date and time for your ceremony.
- Please note, the \$150 service fee must be paid upon request approval.

SUGGESTIONS FOR PICKING DATE, TIME, & AGENDA

- A typical ribbon cutting or groundbreaking ceremony is approximately 15-30 minutes and can be scheduled Tuesday-Thursday between 9 a.m. and 4 p.m.
- 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.
- It is important to have your event during normal business hours for the best turnout.
- Please allow 15 minutes for a simple event or 30 minutes for an elaborate event.
- Simple agenda flow: Company Representative speaks, Chamber Representative speaks and ends with ribbon cutting.

CHAMBER ASSISTANCE

- Your event will be listed on the Chamber's online **Events** page.
- Information will be included in our weekly Mash-Up and bi-monthly Member Connection eblasts which are sent to all Chamber members, time permitting.
- Chamber staff, Ambassadors, and Emissaries will be invited.
- Chamber staff will provide large ceremonial scissors and red ribbon.
- A Chamber representative will take photos which will later be posted on the Chamber's Flickr site - **scan QR code for site:**



INVITATIONS

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

SITE VISIT

- A Chamber Representative will be contacting you to schedule a pre-ribbon cutting meeting to see the venue, cover details, and answer any questions you may have.