



Ribbon Cuttings & Groundbreakings

Partner with us for the opening of your business, an expansion or the groundbreaking!



1 Choose your date and time

Let's pick a time that works for your clients and our staff.

2 Send in your Reservation Form

Complete our Reservation Form, including logo and details.

3 Going "Live" online

We will 1) list it on our Community Calendar, 2) invite local officials, media, our ambassadors and members 3) include it in multiple emails and 4) send a reminder a few days prior.

4 It's Photo-op Time

Once the day arrives, we will join you onsite 20 minutes prior to the set time and assist with a ceremony. We'll bring the big scissors, ribbon or golden shovel. After, we will share photos on our platforms and with you.



Ribbon Cuttings and Groundbreakings are complimentary for new and existing Hanover Chamber members! There is a \$150 services fee for nonmembers. Please book 4+ weeks in advance for best publicity.



Call or Email the Hanover Chamber office to reserve your date!
(804) 442 - 2093 | info@hanoverchamberva.com | www.HanoverChamberVA.com



Ribbon Cutting VIP Invites

Special invite email messages are sent to our VIP list 1) at the end of each month for the upcoming weeks, and 2) a reminder of each particular ribbon cutting 5-7 days prior to the event date. Our office recommends the ribbon cutting host also send an invite, either by mail, phone or email, as this contributes to attendance. Please know, we often do not receive direct rsvp's from those on this list, though many do attend.

MEDIA

Mechanicsville & Ashland Local, Editor
Richmond Times-Dispatch, News
Richmond BizSense, News
Atlee & Ashland Neighbors Magazines

CHAMBER

Board of Directors
Chamber Ambassadors

ELECTED - STATE

Current Senators for Hanover
Current Delegates for Hanover

HANOVER – Board of Supervisors
All Districts: Ashland, Beaverdam,
Chickahominy, Cold Harbor,
Henry, Mechanicsville, South Anna

COUNTY – SAFTEY & STAFF

HCSO - Sheriff's Business Watch
Hanover Fire & EMS
HCED - Economic Development office and Economic Development Authority
County Administrator & Deputy Administrators

TOWN OF ASHLAND

STAFF – Town Manager, Planning Director, Existing Business
ASHLAND TOWN COUNCIL – Current Mayor and Council Members
Market Ashland Partnership, current President
Dominion Energy Innovation Center, Director
Downtown Ashland Association, Director

Information about your ribbon cutting will go out in our weekly e-news for up to 4 weeks prior to your event (if/as details are shared with our office) to our 650+ members and 1,800+ contacts.

Making Your Opening Work for You

Your Grand Opening & Ribbon Cutting is a great way for your business to be introduced to the Hanover Business Community. Please be sure to invite any current clients, family, friends, business partners or prospects to the event. This is your day to show off and have fun! Here are a few ideas or suggestions we've seen work well.

15 Tips for an Awesome Opening Event!

✓ Pre-Event Promotion

- Print some flyers, cards or handouts for use by your staff, friends, and family.
- Create a Facebook and/or online event invite. Then be sure to post updates 1 week and 2 days prior to keep the excitement going.
- Post a grand opening sign/banner/info in front of your building the week of the event.
- Be creative in inviting those who live within a 5-mile radius of your location – think temporary signs on key corners, balloons, a mailer, a fun yard ornament in (willing) neighbors' yards, etc
- Consider placing ads in local media within 1 month to 1 week prior. Ask our office for more information.



✓ On-Site Promotion

- Everybody loves free stuff, so consider...
 - Offering a special, discount or freebie on your services/products the day of the opening and a reasonable time after.
 - Having product samples or other little giveaways with business cards attached.
 - Have a prize wheel with free product samples and discounts in each block.
- Consider creating a welcome table with info, brochures, and business cards decorated with balloons, signs and favors/swag.
- Some nibbles and beverages are great. You don't have to serve a meal, but a few items to snack on will feel welcoming to guests and keep them longer. Further, alcohol is likely not necessary (base that on your industry and event timing).
- If your business fits such a model, plan a special class, demonstration or other participatory event in connection with your opening to encourage attendance.
- A staff that looks similar, or is at least wearing name badges, creates a good impression and makes it easy for guests to ask questions.



✓ Some General Reminders

- Include any on-site promotions and refreshments in your advertising.
- Prop open main doors outside and inside to encourage touring.
- Be sure a section of sidewalk or few parking spaces directly in front of the door are blocked off for guests to gather (or even the ribbon cutting).

The actual ribbon cutting can happen most anywhere! We will work with you on-site to pick a great place. So, finally, don't stress too much – it's going to be GREAT 😊

Groundbreaking OR Ribbon Cutting Ceremony Timeline Template

Timeline Overview: Assuming a 5-6:00pm event

- 5:00** Open House begins
- 5:20** *Begin to gather guests near the ribbon*
- 5:30** **Welcome & Opening Remarks by Company**
Host: Introduction of “key” attendees/staff/business owners
Host: Any remarks, history, background, etc.
Special Guest Recognition: elected officials (if present)
Special Guest Remarks (possibly)
- 5:35** **Welcome by Chamber Board/Staff (one person, as appropriate)**
- 5:40** **RIBBON CUTTING/GROUNDBREAKING & PICTURES**
Company Staff and/or Family – scissors in front of ribbon
Add in other guests as appropriate
Countdown & cutting – start at “4” so guests can join in
Closing Comments by Company
- 5:45** Open House continues
- 6:00** Grand Opening concludes