



GROUNDBREAKING REQUEST INFORMATION PACKET

Congratulations on your new development! As a member of the Enterprise Chamber of Commerce you are entitled to a Groundbreaking Ceremony event to celebrate and promote your business! This exclusive opportunity is just one of the benefits provided to our members, at no additional cost to you! We appreciate your support and the opportunity to promote your company's investment to expand our local economy.

HOW DO I REQUEST A GROUNDBREAKING?

To better serve you and create a successful experience with adequate promotion time, we request that you submit your request in writing **at least 3 weeks** prior the date requested via our Groundbreaking Request Form. Groundbreakings can be scheduled **Monday through Friday from 8:30 am to 4:30 pm.** (**Attendance is usually best Tuesday – Thursday, between the hours of 10 am and 2 pm.*)

WHAT ARE THE BENEFITS OF HOSTING A GROUNDBREAKING?

Groundbreakings are a great way to announce new development projects and promote your company's brand. They're also a great way to celebrate your new membership with the Enterprise Chamber of Commerce. As a Chamber event, your company will be featured in the following promotions:

- Advertised event through our Enterprise Chamber Facebook page. **Our page currently has over 9,600 followers and has reached over 275,000 in the past year.*
- Advertisement in our weekly e-newsletter at least 2 weeks prior to the event date. **Current distribution list is over 1,725 subscribers.*
- Free posting to our community calendar on our website at www.EnterpriseAlabama.com. **Our webpage had over 30,000 visits in the last year.*
- Chamber will send invitations to local media outlets such as newspaper, radio, and television stations, for opportunity to be featured in their publications and broadcasts (**At least one featured photo guaranteed, all other features at discretion of media providers.*)
- Opportunity to publicly recognize investment partners and stakeholders involved in your company's project.
- Opportunity to publicize your company's development, project timeline, number of new jobs, and other opportunities that will benefit the Enterprise area because of your investment.

WHAT ELSE DOES THE CHAMBER DO FOR A GROUNDBREAKING?

- Invite the Chamber Board of Directors, local officials, general membership, local media, and area queens and encourage attendance.
- Have a member of the Chamber's team provide opening and congratulatory remarks.
- Stream the event live on the Enterprise Chamber Facebook page and publish so that you can share to your own digital forums.
- Photo package - including candid photographs of event shared to Chamber's social media outlets.
- Provide you with a list of local catering members for refreshments (upon request).
- Bring the golden shovels to facilitate your groundbreaking ceremony!

WHAT DO I NEED TO DO FOR MY GROUNDBREAKING?

- Complete the groundbreaking request form and return to the Chamber at least 3 weeks prior to date requested.
- Promote your event! Share event from the Chamber's Facebook page to your own social media platforms. Invite guests (customers, family, friends, etc.) by sending personal invitations. (**A mailing list of Chamber members can be provided upon request.*)
- Provide all pertinent company information, content, digital graphics, flyer, etc. to the Chamber at least 2 weeks prior to the confirmed event date. The more eye-catching the better! Be sure to include any promotions, tours, entertainment, etc., so guests know what to expect.
- Have a pile of dirt staged along with any branding signage, equipment (*including technical such as PA system*), etc.
- Though not required, light refreshments are a great way to encourage guests to stay and mingle a little longer.



GROUNDBREAKING REQUEST FORM

SECTION ONE: TELL US ABOUT YOUR EVENT

This information will help us to better promote your business and the event.

Company Name: _____

Primary Contact Name: _____ Title: _____

Contact Telephone: _____ Contact E-Mail: _____

Event Location Address: _____

(*If no address available yet, please provide a landmark that can be located by GPS to use in directional information.)

Proposed Event Date Options:

Option #1 Date: _____ Option #1 Time: _____

Option #2 Date: _____ Option #2 Time: _____

Purpose for Groundbreaking (please select one):

New Business Business Expansion Additional location Other

*If Other please list reason: _____

Do you currently have a business license with the City of Enterprise? YES NO

Who will provide company remarks during the Groundbreaking Ceremony? _____

Do you have any additional company representatives that you would like recognized? YES NO

*If YES, please list names and titles: _____

If you have any additional activities or promotions scheduled during event, please describe: _____

Please describe your business and provide any additional information that you would like for us to include in promotional advertising for your groundbreaking: _____

SECTION TWO: TELL US WHAT YOU NEED FROM THE CHAMBER (check all that apply)

- Chamber Membership mailing labels - \$15.00
- Chamber Member caterers list
- Local media contacts list

PLEASE EMAIL, DROP OFF, OR MAIL THIS FORM TO

Enterprise Chamber of Commerce
PO Box 310577 | 553 Glover Ave, Enterprise, AL 36330
Phone: (334) 347-0581
Email: info@enterprisealabama.com

*A Chamber team member will contact you once your request has been processed. Feel free to contact us with additional questions.

OFFICE USE ONLY

Form received: _____

Event date: _____

Payment received: _____

Check/Cash/CC