

Business After Hours Information Sheet

WHAT IS A BUSINESS AFTER HOURS?

A Business After Hours (BAH) is a business/social gathering of Chamber members and their guests at your business or chosen location. As a sponsor, the BAH provides you with the opportunity to showcase your business, and offers area business people a chance to get to gather informally, see old friends, make new business contacts, and find out what our area businesses have to offer.

The BAH generally takes place at the end of the business day, from 4:30 – 6:30 pm or 5:00 – 7:00 pm. It is usually held on a Tuesday, Wednesday, or Thursday evening.

All Sponsoring parties must be current members of the Newfound Region Chamber of Commerce. Businesses may also co-sponsor a BAH.

WHO IS INVITED?

Representatives of area businesses belonging to the Chamber, their employees and guests may be invited. Also a small list of area officials, potential members and area resource people might be included.

HOW DO THEY LEARN OF THE EVENT?

Through a post card invitation mailed by the Chamber of Commerce, press releases in the local papers, a listing in the Chamber of Commerce bi-monthly newsletter, a listing on the Chamber's web site, a listing in area calendar of events, and of course word-of-mouth!

WHAT HAPPENS AT THE EVENT?

- A Chamber representative will arrive early to assist as necessary and to set up an area for nametags and door prize registration.
- As our host, we will ask you, or one of your employees to greet guests as they come in. A Chamber staff member or representative will assist with this.
- Participants will be asked to wear nametags – which the Chamber will provide.
- Participants will place their business card into a basket for the door prize drawing. You will be allowed to keep the business cards for your reference following the BAH.
- Tickets will be sold for a 50/50 raffle drawing, if the sponsoring business is in favor of this.
- During the evening, the Sponsors, Chamber Board Members and Special Guests will be introduced to the attendees.
- You will be introduced and have the opportunity to say a few words about your business.
- A Chamber representative will make brief announcements regarding any upcoming Chamber events and activities.

WHAT DOES THE SPONSOR PROVIDE FOR THE EVENT?

- _____ The location
- _____ Hors D'oeuvres & beverages (can be alcoholic and/or non-alcoholic – its up to you)
- _____ Door prizes (related to the sponsoring business)
- _____ Promotional information, displays, or tours of the business. Guest speakers can also be a part of the program.

WHAT DOES THE CHAMBER PROVIDE FOR THE EVENT?

- _____ Publicity for the event. The Chamber will design and mail a postcard invitation to its members and mailing list. BAHs are listed in the Chamber's bi-monthly newsletters as well as on the Chamber web site. The Chamber will also work with you to draft a press release about the event for the local papers and send the event to area calendar of event listings.
- _____ Name tags for attendees and Board members, door prize ticket blanks (for those without business cards), basket for door prize tickets/business cards.
- _____ Raffle tickets for the 50/50 drawing.
- _____ Staff support and guidance. The Chamber staff will work with you to ensure that all necessary steps are taken for you to host a fun and successful Business After Hours!

WHAT NEEDS TO BE DONE IN ADVANCE?

- _____ Design invitation – work with the Chamber to promote the event.
- _____ Post Cards are mailed 2 weeks prior to the event. You may do your own publicity as well. Please be sure to indicate that it is a Newfound Region Chamber of Commerce Business After Hours.