



## BUSINESS AFTER HOURS INFORMATION PACKET

*Congratulations! If you are reading this, you want to take the opportunity to open your doors to showcase your business and host Chamber members! We appreciate the opportunity to drive new foot traffic to your location and hope the following information is helpful to you.*

### WHAT IS A BUSINESS AFTER HOURS?

Our *Business After Hours* event offers members, prospective members, customers, and guests the chance to network in an engaging, unique atmosphere.

These events are held during a weekday, typically Tuesday or Thursday, from 5:30 – 7:00 p.m. The host presents guests with an opportunity to converse with business community members in a casual manner over food and drink and discuss what they themselves have to offer as a business. These events are scheduled on a first come, first scheduled basis and at no more than one per month.

### WHAT ARE THE BENEFITS OF HOSTING A BUSINESS AFTER HOURS?

By hosting a Business After Hours, you can:

- Introduce Chamber members to your business
- Publicize your business within the local community
- Gain name recognition through listings on the Chamber's website, calendar, Facebook, Instagram, weekly e-newsletter, etc.
- Familiarize Chamber members and business owners with your products/services
- Provide an opportunity for Chamber members and business owners to visit your physical location
- Grow your customer base
- Generate possible leads and sales from attendees and those who heard about it

### WHAT DOES THE CHAMBER DO FOR A BUSINESS AFTER HOURS?

- Invites the Chamber Board and general membership to attend
- Lists your event on the Chamber's website, calendar, weekly e-newsletter, and on Facebook – featuring your logo and/or graphics
- Provides you with a list of local media contacts and caterers, upon request
- Staffs a registration station, including nametags for guests and door prize slips, if applicable
- Briefly addresses guests as a group around 6:00 p.m., introducing you as the host
- Coordinates the door prize drawing, if applicable

### WHAT IS THE COST TO HOST A BUSINESS AFTER HOURS?

There is no fee to host. Expenses associated with food & beverage (alcoholic and non-alcoholic) are at the discretion and cost of the host and can be as simple or elaborate as you desire.

## WHAT CAN YOU DO FOR YOUR BUSINESS AFTER HOURS?

We ask you to consider:

- **YOUR REMARKS OR SPEECH:** This is typically done after the Chamber representative has gathered the group's attention and introduced you as the host. The host's time is around three to five minutes and may include recognizing your employees or highlighting services you offer. It is your time to shine.
- **CREATING A UNIQUE EVENT:** Some businesses choose to add a door prize or party favor; however, it is not expected. Hosting a drawing may help you gather business cards to add to your database.
- **SPECIAL INVITATIONS:** The Chamber automatically includes an invitation with your logo via our weekly e-newsletter and creates a Facebook event requesting your business as a co-host. If you wish to design your own invitation and provide it to us in a digital format, please let us know. You are welcome to additionally extend an invitation to your customers or other special guests.
- **WHO WILL ATTEND:** All subscribers to the Chamber's e-newsletter will receive the invite, including our Board of Directors, Ambassadors, and local elected officials; however, we cannot guarantee any particular person's attendance. Typically, 25-50 people attend the event.

We look forward to working with you should you choose to host a Chamber Business After Hours.

You may contact Administrator Liz MacDonald at 803-276-4274 or [liz@newberrycounty.org](mailto:liz@newberrycounty.org) with any questions or interest.