

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 offer members, prospective members, customers, and guests the chance to network in an engaging, unique atmosphere.

These events are typically held on the third Thursday of each month, from 4:30 – 6:00 PM. The host presents guests an opportunity to converse with business community members in a manner befitting what they themselves have to offer as a company, making each and every monthly event distinctive. Thoughtfully detailed venues, inspired fare, delicious drinks, and door prizes are trademarks of this event series.

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, Weekly Updates, 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?

- Invite the Chamber Board of Directors and general membership to attend
- List your event on the Chamber's website, calendar, Weekly Update, and on Facebook – featuring your logo and or graphics
- Set-up a registration station including nametags for guests, blank business cards, and a format for gathering the attendees information for the host
- Collect business cards from the guests to be used in the door prize drawing. Plus, we will send the guest's contact information to you the week following the event.
- Address guests, shortly, introducing you as the host
- Provide you with a list of local media contacts and caterers, upon request

WHAT IS THE COST TO HOST A BUSINESS AFTER HOURS?

The fee to host is \$200. Any other expenses associated with food & beverage, novelty items, door prizes, etc., are at the discretion and cost of the host.

We also suggest that you offer some type of door prize at your event, as we will draw a business card from the attendees. From a gift card or gift basket to offering your services, most any prize is a good prize in the eyes of the lucky winner, but we suggest you put some thought into what you offer. Many times you can offer something that others in attendance will want from you as well, and they will come back to purchase it.

WHAT CAN YOU DO FOR YOUR BUSINESS AFTER HOURS?

We ask you to carefully 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. Please limit your speech to three minutes.
- **CREATING A UNIQUE EVENT:** Many businesses choose to add a door prize, party favor or product/service sample, signature drink, themed décor or other extra touches. Hosting a drawing will help you gather business card to include in your database. *If you plan to serve alcoholic beverages, it is your responsibility to secure any permits that may be needed depending on the city or township your business resides in.*
- **SPECIAL INVITATIONS:** You may purchase a Chamber Member mailing list if you would like to mail a special invitation to the entire membership. And/or you may wish to extend an invitation to your customers or other special guests.
- **WHO WILL ATTEND:** The Chamber will automatically invite its Board of Directors and Ambassadors, and send a general invitation in the Weekly Update to its subscribers. Typically, 30-50 people from the general membership attend the event. Upon request, we will extend an invitation to the Hermantown Mayor / Duluth Mayor and City Council, St. Louis County Commissioners and other dignitaries, however we cannot guarantee their attendance.

WHAT HAVE OTHER BUSINESSES DONE TO MAKE THEIR EVENT UNIQUE?

- Sent a special invitation to the entire Chamber membership
- Sent a special direct mail piece to area residents and/or non-member businesses
- Invited lots of clients, employees, and/or board directors from their organization
- Invited corporate staff from out-of-town corporate headquarters
- Offered complimentary appetizers and beverages from fancy to simple, from a few selections to a large buffet and/or chocolate fountains, champagne fountains, and sweets
- Invited sports or business mascots and superheroes in costumes
- Gave free samples of their product or services
- Played live music: disc jockey, band, string quartet, soloist, or pianist
- Gave door prizes or other give-a-ways
- Hosted an on-site remote radio broadcast
- Decorated with balloons, banners, lights, search lights, etc.

Complete this form and return it to the Chamber Office

In order to ensure that these events are successful:

- Business After Hours must be scheduled at least 90 days in advance and, if earlier, payment of \$200 must be received at that time to secure your reservation
- The Chamber accepts sponsors on a first come, first served basis
- Business After Hours dates are scheduled and are not flexible
- Send the Chamber your logo in formats suitable for print and online 60+ days prior to event
- The Chamber's cancellation policy is as follows: Your business must notify the chamber in writing at least 60 days prior to the scheduled event, otherwise sponsorship payment is forfeited as your business will have already been promoted in the Chamber's various distribution channels and our time to offer this opportunity to another member is extremely limited. Your forfeited sponsorship may be considered a donation, consult your tax advisor. The number of these events annually is limited, so by accepting the opportunity to host, you agree to our cancellation policy.

Agreed _____ Date _____

SECTION ONE: TELL US ABOUT YOUR EVENT

Preferred date: _____
Month Year

Alternate date: _____
Month Year

Business/Organization name: _____

Contact name: _____

Contact phone: _____ Email: _____

Physical address: _____

Event details (i.e. theme, specialty food/beverage, door prizes, incentives, etc.):

Speaker (name, title): _____

SECTION TWO: TELL US WHAT YOU NEED FROM THE CHAMBER

- Chamber Membership mailing list in Excel format - \$50.00
- Chamber Membership mailing list on mailing labels Avery 5160 - \$100.00
- Chamber Member caterers list - Free
- Local media contacts list - Free

PLEASE EMAIL, DELIVER OR MAIL THIS FORM TO
Hermantown Area Chamber of Commerce
5094 Miller Trunk Highway, Suite #600 | Hermantown, MN 55811
Phone: (218)729-6843 | Email: info@hermantownchamber.com

OFFICE USE ONLY Form received: _____ Event date: _____ Payment received: _____ Check/Cash/Card: _____
