



BUSINESS AFTER HOURS

INFORMATION & GUIDELINES

WHAT IS BUSINESS AFTER HOURS?

Business After Hours (BAH) is a business/social gathering of Chamber members and their guests at your business. As a host, the BAH provides you with the opportunity to showcase your business and offers area business people a chance to get together informally, see old friends, make new business contacts, and find out what our area businesses have to offer. BAH takes place on the third or fourth Thursday of the month from 5:30pm-7:30pm. All Hosting parties must be current members of the Pooler Chamber of Commerce and Visitor's Bureau, Inc.

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, guests and potential members are invited. Over 300 invitations will be mailed to members and their employees. The cost to attend is as follows: Members \$5 / Non-Member \$8

HOW DO PEOPLE LEARN ABOUT THE EVENT? Attendees learn about BAH through the following:

- Invitations mailed by the Chamber
- Website Event Page
- Social Media: Facebook
- Bi-Monthly newsletter
- Advertising on tv, radio and newspapers
- Week of Reminder - Eblast to members

WHAT HAPPENS AT THE EVENT?

- Chamber Representative will arrive at 4:45 pm to assist at the check-in table.
- As our host, we ask you, or one of your employees, to greet guests as they come in. Chamber Ambassadors will also assist with this.
- ALL Attendees are asked to wear nametags – The Chamber will provide at the check-in table.
- Participants will place their (one) business card into a container for door prize drawings.
- Announcements will be made at 7:00 pm by a Chamber representative during the evening. This will include recognizing our host(s), new Chamber members and Ambassadors, upcoming events, as well as announcing our door prize winners and 50/50 raffle.

WHAT DOES THE CHAMBER PROVIDE FOR THE EVENT?

- Publicity for the event. The Chamber will design and mail the invitation to its members at least 2-3 weeks prior to the event. BAHs are listed in the Chamber's newsletters as well as on the Chamber website and social media.
- Nametags for all attendees and container for door prize tickets/business cards.
- Raffle tickets for the 50/50 drawing.
- Staff and Ambassador 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!
- **Six complimentary tickets to Host.**
- **Four complimentary tickets per Co-Host.**

WHAT NEEDS TO BE DONE IN ADVANCE?

Host will find at least (2) Chamber member to "co-host". The Director of Development & Members will contact all co-hosts to collect forms and logos by noted contracted deadline. Host will secure entertainment and PA system. The Chamber will invoice the Host (\$250) and Co-Hosts (\$100 - \$50 payable to the Chamber and \$50 to the Host). Payment date is on contract. Host is responsible for collecting their \$50 from each co-host prior to the event.

SELECTION CRITERIA FOR Business After Hours (BAH)

Because there are a limited amount of months available, the Chamber takes the following things into consideration when host locations are selected:

1. Location that can hold up to 50-75 and is easy to get to and within a reasonable driving distance. Some locations definitely attract greater attendance than others do and therefore, the expectation of a large crowd is a major factor in the selection process.
2. **Interior space should allow for at least 50-75 per fire code.** Some locations can offset lack of interior space by utilizing exterior space, assuming it is appropriate for the event, although weather and time of year then become a factor. If outside space is used, tents are necessary to provide shelter in the event of inclement weather.
3. Past positive hosts that have attracted larger crowds.
4. Location has a liquor license. Host is responsible for getting all necessary state and local permits for the serving of beer and wine. Where a location already has a liquor license this criteria is automatically met.
5. Interesting, special, timely and/or other significant factors that make a location particularly appealing.

HOST

- The fee to Host is \$250.00.
- Provide (2) 6' tables with tablecloths and 6 chairs for registration at each point of entrance of the business. Chamber Ambassadors will facilitate registration.
- Provide food, service staff and beverages. Hors d'oeuvres/finger foods are suggested. You may charge for liquor where an appropriate license already exists, otherwise beverages are "complimentary". Bartenders must be provided.
- Provides public address (PA) system.
This is used to make announcements, recognize host and co-hosts, announce drawings for door prizes and to recognize new members.
- Provides a minimum of three door prizes.
The drawing for door prizes will take place at 7:00 pm.
- Music/entertainment is optional, but highly encouraged. If provided, be sure the sound level will not inhibit conversation.
- To maximize your exposure, you may want to provide a table with information about your company/organization, business cards, or brochures. This is optional. You are also responsible for providing tables for co-hosts if they would like to display information.
- Send logos in a jpeg format to the Chamber 30 days prior to the event of each co-host and event host.
- **Interior space should allow for at least 50-75 people.** Some locations can offset lack of interior space by utilizing exterior space, assuming it is appropriate for the event, although weather and time of year then become a factor. If outside space is used, tents are necessary to provide shelter in the event of inclement weather.

CO-HOSTS

Since hosting opportunities are limited, we encourage businesses to co-host. Each host is required to have at least two co-hosts as a way to involve as many businesses as possible. Co-hosts receive exposure in a number of ways for a very reasonable fee and may also display and distribute promotional materials and talk directly to the attendees during the event. Recognition is also given during the evening's announcements.

1. Must be a current member in good standing of the Pooler Chamber of Commerce.
2. The Co-Host charge is \$100.00.
 - \$50.00 paid to the Chamber and received 4 weeks prior to the event - the Chamber will bill the Co-Host directly.
 - \$50.00 paid to the Host. The Host is responsible for collecting. In lieu of the \$50.00 paid to the Host, the Co-Host may furnish food, decorations, entertainment, advertising, door prizes, etc. This agreement is between the Host and Co-Host.
3. Each Co-Host logo and commitment form is to be e-mailed to the Chamber's Director of Development & Membership by noted contract deadline. All logos will be included on the invitations mailed and emailed to Chamber members.

For more information contact Kelly Rothwell, Director of Community Development at kelly@poolerchamber.com or 912-748-0110.