



NACOGDOCHES COUNTY CHAMBER OF COMMERCE

ALIVE AFTER FIVE

Business After Hours Mixer

PURPOSE, GUIDELINES and AGREEMENT

Revised Feb. 2009

PURPOSE:

The purpose of **Alive After Five** (business after hours mixer) is to provide Chamber members the opportunity to meet at a local business establishment, visit, socialize, and make business contacts in an informal, unstructured setting. This is a time to share ideas and opinions, meet new people and learn more about each other's business activities.

Alive After Five is an excellent tool for business promotion and exposure. Sponsor will receive recognition, publicity and time during the program to promote their business.

SPONSORSHIP:

Alive After Five is sponsored or co-sponsored by local member hosts each month. The member hosts may be a hotel, restaurant, financial institution or any business which will adhere to the responsibilities outlined for the sponsor.

RESPONSIBILITIES:

CHAMBER OF COMMERCE:

- Secure each month's sponsor and coordinate all necessary arrangements.
- Publicize the event through other Chamber events and literature
- Provide volunteer registration assistance when necessary
- Advise sponsor in any other way to assure the event is a success
- Provide access to mailing labels

SPONSOR:

Pay for the cost of printing and postage for the membership mailing
POSTCARDS ONLY (qty. 1000) **SEE SAMPLES ATTACHED**

Cost is \$350 payable @ time of **postcard delivery** to Chamber.
(\$300 for postage to 950 members and \$50 for membership drawing)

- Deliver the postcards to the Chamber **2 weeks prior to event.**
- **Card design and printing arrangements** should be made about **4 weeks prior to event.** Chamber staff can advise on where to get this done.

Provide drinks and snacks, or refreshments of sponsor's choice for guests (100-150) for a 1-1/2 hour period beginning at 5:30p.m. The extent of refreshments will change from sponsor to sponsor depending on affordability.

The Chamber can suggest possible sources of:

Beverages and food.

Arrange for one or more door prizes to be used as attendance incentives.

Coordinate any personal program or tour to be conducted for the sponsor's benefit.

ANNOUNCEMENTS and SPEAKING PORTION of PROGRAM:

See sample agenda. Remarks begin at 6:00 p.m. after the majority of guests have arrived. The host's speaking portion **should not** last more than 5 minutes. Total program lasts about 15-20 minutes. The guests expect to spend the majority of their time visiting with one another and enjoying the host's hospitality. Use that time to make one-on-one contacts.

Suggested speaking points:

Welcome to the facility

Introduction of staff and/or board members etc.

Company purpose, goals, scope (brief)

Introduce new product line / service etc.

Special orientations, product demonstrations, games, welcome speeches or facility tours are at the discretion of the sponsor. This is an excellent opportunity to inform, promote, and sell your business.

ADMISSION to EVENT

Invitations are sent to Chamber members. Chamber members are encouraged to bring non-member guests. Each member attending is encouraged to bring a supply of business cards. A business card is used for drawing door prizes. Members are encouraged to have plenty of additional cards to pass around to the other guests.

ADDITIONAL SERVICES:

The Nacogdoches County Chamber will be glad to help in planning your *Alive After Five* event. If you need assistance please call the Chamber office, 936-560-5533.

If your place of business is not large enough to host *Alive After Five*, you may wish to hold it at another location such as a local hotel or restaurant. The sponsor is responsible for any additional rental/use fees charged for one of these locations. It is recommended that sponsors have a display table with brochures and /or products, especially if held at a location other than their business.

We agree to the above guidelines:

Host Company _____

Representative signature _____ Signature date _____

Event date _____ *Approval: Chamber representative signature* _____

Return signed copy to: Nacogdoches County Chamber, 2516 North Street, 75965