

BUSINESS AFTER HOURS

OVERVIEW & SPONSOR BENEFITS

Business after Hours is a monthly networking event that focuses on bringing together members of the NK Chamber of Commerce to develop professional relationships in a relaxed environment. Local businesses open their doors for these sponsored events, which feature food and drinks, fun activities, door prize drawings, tours of member businesses and, of course, lots of networking. These networking events offer the opportunity for attendees to mingle with other busy professionals while supporting the honored host and learning more about their company. This event is usually held on the 4th Wednesday of each month from 5:30 – 7:30 pm. Attendance at Business After Hours events ranges from 30-60 business professionals representing a variety of local companies.

Sponsoring a Business After Hours event is an excellent way to showcase your facilities and services to NK Chamber of Commerce Members and Prospective Members. Following are the benefits that you will receive as a sponsor of this monthly networking event:

- Your company's logo will be included in all marketing materials including:
 - Featured Event page on the NK Chamber's website
 - Business after Hours event is publicized on the Chamber Facebook page, NK Patch & local newspapers
 - *Constant Contact* E-blasts to all Members sent three or more times prior to your event
 - BAH events will be promoted in a specific ad in the Standard-Times Chamber page.
 - Customized flyers to be distributed at all Chamber events the month prior to your event
- Attendees will get to see your facility and become familiar with where you are located. This is a fantastic opportunity for new businesses to get exposure in the community or for newly remodeled or expanded businesses to unveil updates.
- A company representative will be allowed to speak for up to 5 minutes to the attendees. This is a great time to introduce key staff members that are in attendance, speak about what sets your company apart from the competition or to highlight any new products or services you provide.
- You may provide door prizes to be given away at the event. This is another opportunity to promote your company. You may also have staff members pass out promotional material or flyers as guests leave.
- In order to help you follow up with the attendees, the Chamber will collect business cards at the door and provide you with a copy after the event.
- Sponsoring a Business After Hours event sends out a clear message to other local businesses that you are invested in the community.

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GUIDELINES

Thank you for your interest in hosting a Business After Hours. Sponsorship of this event offers you an excellent opportunity to promote your business while Chamber members meet and network with one another in a relaxed environment.

Business After Hours Guidelines are as follows:

1. As host, you will be responsible for any food and/or beverages served at the event. Attendance averages between 30-50 guests (both Members and Prospective Members).
2. Buddy Up – Consider “buddying up” with another chamber business. You provide the venue, they provide the food and/or the beverages. Promote both businesses and make it a win/ win.
3. The Chamber will receive all RSVPs, provide name tags, pens, and greeter to work at the registration table. Please plan to have one table designated for this purpose. The chamber will charge members \$8 & non-members \$15 to cover our advertising costs.
4. The scheduled time for Business After Hours is 5:30-7:30 pm. Please make sure to let us know if you want to change the time or length of your event.
5. We encourage you to be creative when planning your Business After Hours. Previous sponsors have incorporated elements such as a scavenger hunt, a musical performance, Wood Fired Pizza, Bunko, mini-massages, wine tastings and canned food drives into their events. Be creative!
6. You will have an opportunity to speak to the attendees about 30 minutes into the event. We will introduce you as the sponsor. You are encouraged to give up to a 5 minute presentation about your company. We will also do the door prize drawing at this time.
7. Invite your friends, family, contractors, business neighbors, etc to the after hours. Give us the list of names so we can have a name tag ready for them and admit them free of charge. The chamber will take RSVPs and provide an approximate head count two days before the event.
8. Please have your event details planned by at least 4 weeks in advance. This will give the Chamber time to publicize your event to the maximum.
9. Last but not least, promote yourself! This is your time to “crow!” Brag about what you can do for customers, put out brochures and tell why your business is special. If appropriate, show them around your business/facility.

Thank you again for your support of the NK Chamber of Commerce. If you have any questions, please do not hesitate to contact the Operations Manager Janet Jacques by phone 401-295-5566 or by email at janet@northkingstown.com