



## **Business After Hours Information Packet**

*Congratulations! We are excited you are taking the opportunity to open your doors to showcase your business and host fellow members of the Chamber & community! 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?**

The BAH event offers members, prospective members, customers, and guests the chance to network in an engaging, unique, relaxed, and social atmosphere. These events are typically held once a month in the evenings, but days and times are flexible. Thoughtfully detailed venues, inspired fare, delicious drinks, and door prizes are trademarks of this event series.

### **Hosting a BAH at your place of business can:**

- Introduce Chamber members to your business
- Publicize your business within the local community
- Gain some name recognition through Chamber's website, Facebook, and Chamber emails
- 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, and generate possible leads and sales from attendees.

### **What does the Chamber do for a Business After Hours:**

- Invite the Chamber Board of Directors, Gates County Commissioners, County Manager, and general membership to attend.
- List your event on the Chamber's website, calendar, emails, and Facebook featuring your business name and logo or graphics
- Briefly address guests, introducing you as the host
- Provide you with a list of local caterers upon request
- The Chamber will contribute up to \$100 toward catering

## **What is the cost to host a BAH?**

As a Chamber member, there is no fee to host a Business After Hours. We do require food and beverage to be available. The food could include appetizers and snacks or light refreshments. Novelty items, door prizes, etc are at the discretion and cost of the host.

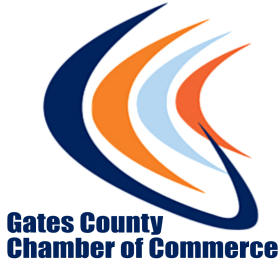
## **What can you do for your Business After Hours?**

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. If you have giveaways or door prizes, this is the time to promote those and draw the winners.
- **CREATING A UNIQUE EVENT:** Many businesses choose to add a door prize, party favor or product/ service sample, offer a tour, signature drink, themed decor or other touches. Hosting a drawing will help you gather business cards to include in your database
- **WHO WILL ATTEND:** The Chamber will invite its Board of Directors, County Commissioners, County Manager, and general membership to attend the event. We cannot guarantee attendance from all who are invited.

## **What have other businesses done to make their event unique:**

- Sent special direct invitations to area residents and/ or non-member businesses
- Invited clients, employees and/or board of 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 fountain, champagne and sweets
- Invited sports or business mascots and superheroes in costumes
- Gave free samples of their product or service
- Played live music, DJ, band, string quartet or soloist or pianist
- Gave door prizes or other give-a-ways
- Hosted an on-site remote radio broadcast
- Decorated with balloons, banners, lights, etc
- Created a fun, detailed description of the event including any special incentives to attract people to your event



## Business After Hours Registration Form

Complete this form and email to [gatescountychamber@gmail.com](mailto:gatescountychamber@gmail.com)

In order to ensure that these events are successful: Business After Hours must be scheduled 30 days in advance of the event date.

### TELL US ABOUT YOUR EVENT

Preferred Date: \_\_\_\_\_  
month/date year

Alternate Date: \_\_\_\_\_  
month/date year

Business / Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Physical Address: \_\_\_\_\_

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

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Speaker name and title (if applicable): \_\_\_\_\_

Please email this form to  
Cheryl Paz, Secretary  
Gates County Chamber of Commerce  
[gatescountychamber@gmail.com](mailto:gatescountychamber@gmail.com)