

After Hours Sponsor Checklist



HOST BUSINESS IS RESPONSIBLE FOR:

Location:

- Provide a space (preferably at your business) for 50-100 guests. If you wish, you may partner with another company to share expenses and responsibilities. If your business cannot accommodate a large group of people, you may want to consider using an off-site location such as a restaurant.

Information:

- Provide your logo to the STHBA office by the 15th of the month preceding your event, for promotional use.

Refreshments

- Hors d'oeuvres and beverages for 50-100 guests.
- Alcoholic drinks are optional, but wine and beer are usually served.
- Estimated cost for catered food and beverages (including alcohol) is about \$1,000. You may choose to offer entertainment such as a band.

Additional Promotion:

- Additional promotion efforts are encouraged to draw special attention to your event.
- For added visibility, consider obtaining a set of STHBA member mailing labels and send a personal invitation or postcard. Labels are free for Business After Hours promotions, but you are responsible for the mailing materials, postage and labor.
- To include a special invitation insert (8 ½ x 11) in our newsletter we will need 1,000 copies by the 15th of the month prior to the BAH. The cost for the insert is \$200.

Program:

- Business After Hours (BAH) run from 5 pm to 8 pm, but many folks hang around a little late for the networking! You should be prepared to receive guests at 4:45pm. We will arrive somewhere between 4:30pm and 4:45pm to set up a registration desk at the entryway. We will require a table (8-foot preferred) and 2 chairs in a visible location where most people will enter. SMC/STHBA will greet guests, sign them in. You may choose to greet your guests in this area as well, but most hosts are too busy inside!
- Refreshments should be ready for the start of the BAH. For the first half-hour or so, the format is very loosely structured to allow for eating and mingling. At about 6:30 pm, when a lot of the guests have arrived, you will do a brief welcoming, giving you the opportunity to address the crowd, and say anything you wish to about your business. Also at this time, we award door prize(s), which you as the host provide. This could be anything from a product or service you offer, a logoed item or apparel, or a gift certificate to another establishment. One nice prize is advised, plus a couple of smaller items.
- Some companies, where suitable, offer site tours, and you would announce that at that time. It's usually a good idea to offer two tours – one a little later, so that late arrivals still have chance to take part. This is your chance to showcase your products or services that night. Displays, demonstrations and such are very appropriate.
- SMC/STHBA staff and volunteers will stay until the event's conclusion at 8pm. Cleanup and such is the responsibility of the host – the SMC/STHBA will remove all of our registration materials.

SMC/STHBA IS RESPONSIBLE FOR:

- Advertising the event to help bring in guests
- Newsletter ad and listing in newsletter calendar
- Website calendar listing
- Blast email reminders
- Mention at monthly luncheon