



Greater Somersworth Chamber of Commerce - Business before and/or after Hours A FREE promotional platform for our Members.

Guidelines & Marketing Plan for the Host Business

Chamber **Business before and/or after Hours** (BBH or BAH) events provide an opportunity for members to get together in an informal way on-location in a member business. This brief networking event allows members to meet after normal business hours to introduce themselves to other members, to learn about other member businesses and generally to socialize with other business owners and managers. Hosting a BBH or BAH is an effective public relations tool and often helps members establish new contacts and generate new business. These events are short enough to be manageable for busy managers/owners, and are a relaxed, casual way for members to get to know each other and promote their businesses.

Responsibilities of the Host Business:

- Provides the venue; if your business is too small to accommodate at least 20-35 guests, you might want to consider co-hosting with another Chamber member.
- Provides hors d'oeuvres and/or light food entrees as well as time appropriate beverage - morning coffee or evening beer and wine.(preferably using a Chamber member caterer)
- Provides at least three raffle prizes (a business service or product preferably from other Chamber Member businesses or the BAH or BBH host)
- At least two weeks prior to the event, the Chamber must receive a certificate of insurance from the host business. The certificate must show a minimum of \$500,000.00 general liability and must name the Greater Somersworth Chamber of Commerce as additional insured.

Marketing Schedule for your Business Event:

- Chamber sends a blast email, "Save the Date," to the membership and City/Town officials.
- Chamber issues a press release to local newspapers.
- Chamber sends reminder blast emails to the membership and City/Town officials.
- Your event is also prominently featured on the Chamber's website home page and includes your company logo with a link for registrants.

Event Details

- The Chamber brings a table for check-in/welcome area at the business entrance. The host business may be required to supply a table for Chamber displays. Chamber staff will arrive 30min before the vent to set up.
- At registration, the Chamber collects business cards for the raffles and hands out two drink tickets two per guest. The host business agrees to serve one alcoholic drink per ticket submitted at the bar.
- At about an hour into the event Chamber staff will welcome everyone and make a few Chamber announcements. The host business has an opportunity to speak at this point and say a few words about the company. The Chamber and the host draw raffle prizes after announcements. Winner must be present.

To confirm and reserve your date, please complete this form, make a copy for your files, and mail or fax to:

Greater Somersworth Chamber of Commerce
58 High Street; PO Box 615; Somersworth, NH 03878
Fax: 603-692-4501 Phone: 603-692-7175

HOST RESERVATION AGREEMENT

Business: _____

Type of Event (Circle One): Business after Hours Business before Hours

Other (Describe)

Event Date _____ from **5:00 – 7:00 p.m. or 8:00 – 9:30 a.m.**

Contact Name for Event _____

Contact Phone _____

If Applicable

Co-Host Business Name _____

Co-Host Contact Phone _____

Describe any special features (Theme, Raffle Prizes, Food, etc.)

I have read and agree to terms of the Chamber's *Host Guidelines & Marketing Plan*.

Authorized Signature: _____

Printed Name: _____

Title: _____ Date: _____

Please note: The date for your event will be confirmed after receipt of this signed Agreement. At least two weeks prior to the event the Chamber must receive a certificate of insurance showing a minimum of \$500,000.00 general liability and naming the Greater Somersworth Chamber of Commerce as additional insured.

*Thank you for hosting a
Greater Somersworth Chamber of Commerce Event!*