



BUSINESS *bash*

Registration Form

Complete this form and return it to the Chamber Office.

For proper marketing of the event, Business Bash should be scheduled at least four weeks in advance.

Tell us about your event.

Preferred date: _____ Alternate date: _____

Business/Organization name: _____

Contact name: _____

Contact phone: _____ Email: _____

Physical address: _____

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

Speaker (name, title): _____

Tell us what you need from the Chamber.

- Notify the Mayor of the city and City Council
- Notify the Johnson County Judge and Quorum Court
- Chamber Membership mailing labels - \$10.00
- Chamber Member caterers listing
- Local media contacts listing
- Other:

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Congratulations! If you are reading this, you have taken the opportunity to open your doors to showcase your business and host a Business Bash! 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 Bash?

Our Business Bash event offers current members, prospective members, customers, and guests the chance to network in an engaging, unique, and fun atmosphere.

These events are held on Thursdays from 5:00 PM to 6:30 PM. The host presents guests an opportunity to converse with business community members in a manner befitting what they themselves have to offer as a company, making each and every monthly event distinctive. Thoughtfully detailed venues, inspired fare, delicious drinks, a ribbon-cutting, and door prizes are trademarks of this event series.

What are the benefits of hosting a Business Bash?

By hosting a Business Bash, you can:

- Introduce guests to your business
- Publicize your business within the local community
- Gain name recognition through listings on the Chamber's website, calendar, Facebook, E-Blasts, etc.
- Familiarize guests with your products/services
- Familiarize guests with your physical location
- Grow your customer base
- Generate possible leads and sales from attendees and those who have heard about the event

What is the cost to host a Business Bash?

The fee to host a Business Bash is \$25. Any other expenses associated with food & beverage, novelty items, door prizes, etc., are at the discretion and cost of the host.

We also suggest that you offer some type of door prize at your event, as we will draw winning tickets for the attendees. From a gift card or gift basket to offering your services, most any prize is good enough to the lucky winner, but we suggest you put some thought into what you offer. Often you can offer something that others in attendance will want from you as well, and they will come back to purchase it. If the door prize is intended for someone over the age of 18, please stipulate this during the event.

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What does the Chamber do for a Business Bash?

- Work with you to create a marketing plan for your event
- Invite the Chamber Board, Ambassadors, and general membership to attend
- List the event on the Chamber's website, calendar, weekly E-blasts, and Facebook—featuring your logo and/or graphics.
- Arrive at your location early to set up a registration station and hand out tickets for the incentive drawings
- Address guests, shortly, introducing you as the host
- Provide you with a list of local media contacts and caterers, upon request
- Bring ribbon and scissors, and a photographer to capture the ribbon-cutting
- Send the ribbon-cutting photo and information to The Graphic for publication consideration

What can you do for your Business Bash?

We ask you to carefully consider and determine:

- Your remarks or speech: This is typically done after the Chamber representative has gathered the group's attention and introduced you as the host.
- Creating a unique event: Many businesses choose to add a door prize, party favor, or product/service sample, signature drink, themed décor or other extra touches.
- Special invitations: You may purchase a Chamber Member mailing list if you would like to mail a special invitation to the entire membership. And/or you may wish to extend an invitation to your customers or other special guests.
- Who will attend: The Chamber will automatically invite its Board of Director, Ambassadors, and staff. Typically, 15-30 people from the general membership attend the event. Upon request, we will extend an invitation to the Mayor and City Council, though we cannot guarantee their attendance.

What have other businesses done to make their event unique?

- Sent a special invitation to the entire Chamber Membership
- Sent a special direct mail piece/invitation to area residents and/or non-member businesses
- Conducted a separate PR campaign to grab media attention
- Invited clients, employees, and/or board 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 fountains, champagne fountains, and sweets
- Invited sports or business mascots and superheroes in costumes
- Given free samples of their product or services
- Played live music: disc jockey, band, string quartet, soloist, pianist
- Given door prizes or other giveaways
- Hosted an on-site remote radio broadcast
- Decorated with balloons, banners, lights, search lights, etc.