

## **Guidelines for Pewaukee Chamber of Commerce AFTER 5**

### **Purpose:**

The purpose of AFTER 5 is to provide an opportunity for our host members and their employees to network with other Chamber businesses and guests after normal business hours in a social setting, and provide an opportunity to learn about the host business. What differentiates our AFTER 5 is the focus on the host business through an engagement activity. AFTER 5 events are usually scheduled the third Thursday of the month, for two hours within the time frame of 5:00 pm – 7:00 pm. Only Pewaukee Chamber members with current dues in good standing will be eligible to host an AFTER 5. Contact the Chamber office for available dates and to reserve your AFTER 5.

### **Attendees:**

This is a private event for the Pewaukee Chamber of Commerce members, prospective new members and guests of members to attend. The host is encouraged to invite guests who may qualify or wish to enroll for membership in the Chamber. The venue should be large enough to accommodate attendance of 20-40 people.

### **Host Responsibilities:**

- Host provides food and beverages (alcoholic and non-alcoholic). **If catering, please use vendors that are current Chamber Members.**
- 1 or more door prizes of \$50 value (minimum), relevant to the business
- Activity: an interesting engagement activity that focuses on the business's core purpose
- Provide the Chamber with marketing materials such as company logo (jpeg), description of engagement activity
- Co-promote the event on social media
- Host may send direct invitations. We do find that greater numbers attend when Chamber members are invited by the host business directly, either by phone, via email, or direct mail
- Provide table and chairs near entrance for Chamber materials and business card drawings

### **Procedure:**

- Members are encouraged to register online at [www.pewaukeechamber.org](http://www.pewaukeechamber.org) before the event with the cut off at 12:00 pm the day of the event. Walk-ins are accepted
- Upon arrival, members and guests check in and pick up their name tag and drop their business card in the basket for drawings. (Note: other members may bring a meaningful door prize as long as it is non-competitive to the host business)
- From 5:00 – 6:00 pm, members and guests socialize and network
- At 6:00 pm, the Chamber will thank attendees, acknowledge Board members present, and introduce the host business. Business cards will be drawn for the door prizes
- At 6:10 pm, the host will have an opportunity to address the group and tell them about their business, introduce the engagement activity, and announce any promotional offers for the group. It is your hour to shine

### **Chamber Responsibilities:**

- Promote the event through weekly email blasts, social media, website, and posters and flyers at other chamber events
- Chamber staff will be present, greet guests, give out name tags and collect business cards
- Chamber may promote chamber activities and events at table
- Take photographs and video during the event
- Share photos and video live and posts through social media
- May submit a photo and caption to local papers
- Provide host with the business cards from the door prize drawing

## RESERVATIONS AND AUTHORIZATION FOR AFTER 5!

Please complete the requested information below and email to [info@pewaukeechamber.org](mailto:info@pewaukeechamber.org).  
Include AFTER 5: (your company name) in the subject line.

Company Name: \_\_\_\_\_

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

On-site Contact: \_\_\_\_\_

AFTER 5! Date Request: \_\_\_\_\_

Engagement activity: \_\_\_\_\_

\_\_\_\_\_

I acknowledge and agree to the guidelines and responsibilities as stated, in addition to those noted above.

\_\_\_\_\_

(authorized signature)

\_\_\_\_\_

(authorized contact name)