



Business After Hours Information Sheet

Planning Your Event

COST – The cost to sponsor a Business After Hours event is \$350. The sponsor supplies hors d'oeuvres and a cash bar or beverages. Although the amount and type of food offered is up to the sponsor, you must utilize the services of an LSCP member. We recommend food choices to be finger friendly and be enough to serve 100 – 150 guests.

TIMES & DATES – For consistency and to avoid conflicts with other organizations' meetings, the event is generally held from 5–7 pm on the second Monday of each month and the following week's Wednesday. Other dates may generally be arranged if no conflicts are found.

INVITATIONS – The partnership will create an electronic invitation to be emailed to over 2,500 recipients one week before and the morning of the event. The partnership also advertises the event in social media, on our website (www.marquette.org), our monthly e-newsletter and in community calendars.

LOCATION – To make the event as comfortable and consistent as possible, the site should be able to accommodate at least 150 guests and provide cash bar or beverages and hors d'oeuvres. It must be held at a partner restaurant or lounge or, if hosting a Business Showcase, at sponsor's place of business.

DOOR PRIZES – Offering door prizes at the event is strictly at the discretion of the sponsor. The history of the event has shown that attendance generally increases when door prizes are promoted as part of the event.

STRATEGY – To maximize the event to full potential, a partnership representative would be happy to meet with the sponsor prior to the event to share ideas and strategies.

Day of Event

PROGRAM – Some brief comments (10 minutes or less) about the sponsoring business and the introduction of key personnel are encouraged but not mandatory. Promotional displays and materials at the event will help to make Business After Hours/Business Showcase a marketing success for you.

P/A SYSTEM—The use of a sound system is strongly encouraged for the event to ensure that all guests can hear your message during the presentation. Most facilities in Marquette County that are large enough to accommodate a Business After Hours have sound systems for patrons use. For Business Showcases held at sponsor's facilities, the partnership's portable sound system and speaker stands can be used at no charge. For more information, contact our office.

RECEPTION SET- UP—The LSCP will have two staff members arrive at the event about 30 minutes before to set up and will need a table, two chairs and a waste paper basket near the entrance where guests will be arriving. Make sure hors d'oeuvres and refreshments are ready for the 5:00 pm arrival of guests.

NAMETAGS – The partnership will provide nametags and markers for the event.

50/50 DRAWING – The partnership will run a 50/50 drawing during the event, with the consent of the sponsor. Proceeds from the drawing will be used to help offset the partnership's expenses and support programming.

NETWORKING – By attending the event, guests and hosts are being provided with an optimum opportunity to make new business connections. Many area business people are adept at networking while others have some trepidation about it. Lake Superior Community Partnership staff and committee members will be on hand to assist in stimulating networking.



Business After Hours Sponsorship Form

The cost to hold a Business After Hours is \$350. We require a \$100 down payment to reserve your date. Cancellations within 90 days of the event date will result in a forfeiture of the down payment. Included in the cost is:

- LSCP staff attendance at event and time incurred before and after
- 50/50 drawing materials
- Event inclusion on the partnership's social media sites
- Creation of electronic invitation (will print up to 100 postcard invites (if requested by sponsor)
- Electronic mailing of 2,500+ invitations
- Notice of event in community calendars (LSCP, Mining Journal, MCCVB, ABC10, TV3, TV6)
- Display of event information on the LSCP website
- Use of the LSCP P/A system and speaker stands (if requested by sponsor)

Sponsor(s): _____ **Contact:** _____

Phone: _____ **Email:** _____

Date of Event: _____

***Location:** _____ ***Food Provider:** _____ **Bar:** **Cash Bar** **Complimentary**

**Food provider and location must be a partner in good standing of LSCP.*

Please get approval from LSCP before you book your event.

Please list any major prizes you would like advertised:

Will you need to use the LSCP P/A system? Yes No

I authorize that all information provided above is correct. I agree to pay the \$350 fee to hold a Business After Hours, and have included a \$100 down payment. I am aware that no refund will be given if I cancel within 90 days of the event date.

Signature: _____ **Date:** _____

Cost Saving Hint:

A great way to help offset the cost of hosting a reception would be to get a fellow business to co-sponsor the event with you. You could split the costs or one sponsor could take care of the food and the other sponsor could take care of the beverages. For more information you can call Megan O'Connor at 226-6591 x105 or email megan@marquette.org.