



# INFORMATION PACKET

## What is Business After Hours

Business After Hours (BAH's) events are designed to help you make valuable business connections, entertain clients, reward employees, spend time with co-workers and most of all, enjoy doing it in some of Marquette premier locations.

## Why your business should host a Business After Hours

There are a number of reasons why the Lake Superior Community Partnership thinks you should host a BAH. We highlighted some below:

- Amazing networking
- New marketing opportunities for your business
- You can highlight your employees
- Recruit new employees
- A way to treat your staff and loyal customers
- The possibility for increased revenue for your business
- They are fun!

## What to expect before your Business After Hours

For consistency and to avoid conflicts with other organizations' meetings, BAH's are held from 5:00 –7:00 p.m. on the second Monday of each month and the following week's Wednesday. The cost to sponsor a Business After Hours event 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.

- Different marketing opportunities
  - Before your BAH, the LSCP will send multiple eblasts about your event. There will be specific eblasts about the BAH, that include invitations to 2,200 people, but the event will also be highlighted in our newsletter and different LSCP communications.
    - Eblasts will include a link to the LSCP BAH event on our social media page, social media and website, with the ability to share facts about your business. Facts can include awards your business has received in the past, and events you will be hosting, the amount of people you employ, the organizations you donate to, etc.
    - On our social media, the LSCP will share your business logo, your posts about the BAH, and post multiple graphics inviting people to the BAH.
      - Some sample social media posts can be:
        - Join us and the (tag Lake Superior Community Partnership) for a Business After Hours on [DAY, DATE] from 5 until 7 p.m. This will be a great chance for networking and we will have food and drinks from \_\_\_\_\_ and prizes including \_\_\_\_\_. We hope to see you there! #MQTCoBAH

- Mark your calendar for [DAY, DATE] from 5 until 7 p.m. for our Business After Hours. We will have food, drinks and prizes, and as always, this is a great networking opportunity. See you then! #MQTCoBAH
  - Business After Hours is TONIGHT at [LOCATION]! Join us from 5 until 7 for networking, refreshments and prizes including [LIST PRIZES]. #MQTCoBAH
- Our social media includes Facebook, Instagram, and LinkedIn.
- We will highlight your door prizes and food and beverage options in eblasts and on our social media.
- Your BAH will be highlighted on the LSCP home page one week before the BAH begins
- Location and hors d'oeuvres
  - The event site should be able to accommodate an acceptable number of at least 100 guests and provide cash bar or beverages and hors d'oeuvres. It must be held at a partner owned location. Guest headcounts typically range between 60-200 people depending on many factors, IE: community interest, weather, conflicting events and host promotions.
  - 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.
- 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.
  - Attendees can enter to win by dropping their business card off with LSCP staff at registration.
  - Once the event is over, the LSCP staff will create an attendee list for you with the business cards they received.

### What to expect during your Business After Hours

- Speaking opportunities
  - Halfway through the BAH, the LSCP will thank everyone for coming to the event. You will have the opportunity to talk about your business. You can highlight what your business is, products you sell, etc.
- Promotional displays and materials at the event will help to make Business After Hours a marketing success
- 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, however, the partnership's portable sound system and speaker stands can be used at no charge.
- 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.
  - The partnership will provide nametags and business card drop supplies for the event
- 50/50 Drawing
  - The LSCP will run a 50/50 drawing during the event. Proceeds from the drawing will be used to help offset the partnership's expenses and support programming.

### What to expect after your Business After Hours

After the event, the LSCP will highlight your business in our partner eblast, with links to your business's social media and website. An example can be found below.



BAH enthusiasts!

### A Gym-Tastic Time!

A great year-end BAH! Anytime Fitness Marquette held their Business After Hours this month and it was a Gym-Tastic Time! The evening was filled with fitness, prizes, spectacular catering from La Cantina, a scavenger hunt, unforgettable memories, and 10/10 biz relationship-building!

If you're ready to meet fellow professionals and establish long-lasting business relationships, then attend our regular BAH events! These events are free and open to all. Can't wait to have another fun-filled night like this one. See you next year

# LSCP 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)*
- *Electronic mailing of 2,500+ invitations*
- *Notice of event in community calendars*
- *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!

## LSCP Business After Hours Planning Assistance Form

If you are not hosting at your business location, below is a list of LSCP partners with event space.

Blackrocks Brewing Company 906-273-1333	Ore Dock Brewing Company 906-228-8888
Fairfield Inn by Marriott 248-779-2203	Up North Lodge 906-346-9815
Landmark Inn 906-228-2580	Ramada by Wyndham Marquette 906-629-6887
Marquette Golf Club 906-225-0721	Red Rock Lanes and Banquet Center 906-486-8000
Marquette Mountain 906-225-1155	Staybridge Suites 906-225-9901
NMU – Northern Center 906-227-2623	The Mather 906-250-1352

If you need a caterer for your event, below is a list of LSCP partners who can help.

Buffalo Wild Wings 906-226-0699	Mama Russo's Homemade Products & Catering 906-485-5250
Border Grill 906-228-5228	Portside Inn 906-228-2041
Casa Calabria 906-228-5012	Ramada by Wyndham Marquette 906-629-6887
Congress Pizzas 906-486-4233	The Delft Bistro 906-273-2455
Domino's Pizza 906-228-4630	Up North Lodge 906-346-9815
Donckers 906-226-6110	Vango's 906-228-7707
Elizabeth's Chop House 906-228-0900	Vierling Restaurant & Marquette Harbor Brewery 906-228-3533
Lagniappe Cajun Creole 906-226-8200	Tadych's Econo Foods 906-226-3500
Main Street Pizza 906-226-9700	Togo's 906-226-6535

Other Event Assistance:

Double Trouble Entertainment 906-273-1283	Dust For You 906-360-2090
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