



## Hosting a Granby COC Business After Hours

One of the most successful Granby Chamber events is the Business After Hours (BAH) gatherings four times a year. This is a wonderful opportunity to meet many of your Chamber members and promote your business at the same time. This event is free to Chamber members.

Should you decide to co-host a Business After Hours, we will provide:

*Promotion of your Business After Hours by:*

- Sending press releases to area media
- Sending an invitation/RSVP form in the Chamber e-newsletter
- Posting event on [www.granbycoc.org](http://www.granbycoc.org)
- Promoting the event to other chamber administrators
- Administration of all registration for the event (Note: Any proceeds collected will go to the Chamber for general operations.)
- Printing out name tags for all registered guests
- Event on a sandwich board in center of town or street of your storefront
- Request to local businesses for door prizes

Your business would provide:

- Background information on your company to be used in Chamber promotional materials
- Refreshments (hors d'oeuvres) for all guests
- A table and waste basket at the entrance of your business for the Chamber to use for registration
- A space to display the Chamber and ConnectiCare banners (preferably outside your building or directly in front of the entrance)
- A spokesperson to do a two-minute "commercial" for your business during 6:45 PM announcements
- Any promotional materials or items about your business that you would like to display or give to our members (If you would like guests to take materials home with them, we ask that you give them out at the end of the events.)
- A list of the names of the people from your company who will be attending the event

Some helpful guidelines:

- Your event should reflect your company's personality and style (a small business office will have a completely different type of event than a large retailer). Keep your event simple, as most guests look forward to just mingling and chatting.
- Decide exactly how much you want to spend on refreshments. Come up with a budget and stick to it. This event should not break the bank. Typical attendance is 20+ people.
- We do ask that you utilize fellow Chamber members for catering and refreshments. A list can be obtained from the Chamber Administrator
- Craft your 2-minute commercial by sitting down and drafting an outline. Your commercial should include: Your position, name of the business, the type of business, what your specialty products and services are, (for retailers, your hours and any upcoming promotions or sales.) Some places create a special discount for Chamber members.

Contact:

To host an event, please use the following form or contact the chairperson at: **MaryAnn** Guarco, Events/Programs Chairperson, Granby Chamber of Commerce, [info@granbycoc.org](mailto:info@granbycoc.org)

# Hosting a Granby COC Business After Hours Event Form

Contact Name for Event Planning

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Company

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Address for Event

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Phone Number / Email Address

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Maximum Amount of People Allowed on Premises (Space Limitations)

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Requested Date for Event Month/Day (please provide three choices:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Description of Business for Press Release

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Type of Refreshments to be served

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