

Business After Hours Procedure and Guidelines

The **Hotchkiss Community Chamber of Commerce** periodically co-hosts *Business After Hours* events (BAH) with chamber member businesses. These events exist for the primary purpose of introducing a local business to their peers in the Hotchkiss business community, and to provide a valuable business networking opportunity to our members. The Chamber believes in the value of “local referrals”. That is, when local business owners and employees are familiar with what area businesses offer, they feel more vested and comfortable in making a customer referral to that business. BAH events serve to bolster a deeper understanding of a business’ offerings within the local business community. In the interests of designing and scheduling BAH events so they will have the greatest chance of success, we offer the following guidelines.

- a. BAH events are co-sponsored between the Hotchkiss Community Chamber of Commerce and a member business (or businesses).
- b. BAH event costs associated with food, drink, publicity, postage and production of mailed notices, if desired, will be borne by the business hosting the event.
- c. Refreshments (light food and non-alcoholic drinks) are recommended. Complimentary alcoholic beverages may be offered; however, the co-sponsoring businesses will be liable to assure that all State, Federal and local laws relating to the service of alcohol are observed, and co-sponsoring businesses will absolve the Chamber and its Officers of any liability relating to such alcohol service.
- d. A brief (5-15 minute) formal presentation of the business’ offerings is recommended, but not required. This will help assure that the event is more than a social occasion.
- e. The Chamber will not schedule more than one BAH event every 60 days, to assure that “BAH fatigue” does not affect the attendance prospects for the event.
- f. The Chamber will require that event scheduling is no less than 30 days prior to event. This is to assure adequate time to notify our members.
- g. The Chamber will notify its membership by email of any scheduled BAH event no fewer than two times prior to the event - once about 10 days before event, and again 2 to 3 days prior to the event. An earlier notification will be sent upon request, once the details are provided to the Chamber Corresponding Secretary. If the business desires a promotional piece to be sent to members as an email attachment, the file type should be “PDF” or “JPEG”, and should not be larger than 500KB. Any submitted notices should indicate the event is “Sponsored by the Hotchkiss Community Chamber of Commerce”.
- h. Upon request, the Chamber will provide member mailing labels to co-sponsor business so that a mailing may be sent. If a mailed notification is desired, the Chamber recommends the mailing take place 10-14 days prior to the event date. Upon request, the Chamber will do a physical mailing in lieu of the co-sponsoring business sending a mailing; however, co-sponsoring business will be expected to cover mailing costs and to provide a mail-ready promotional piece at least 14 days prior to the scheduled event.
- i. BAH events will be held on week days only, and after 5pm. From experience, Mondays and Fridays tend to be a “harder sell” for attendance. Also, events that begin later than 5pm tend to lose potential attendees who may have to wait around between the end of the work day and the start of the event. One and a half hours seems to be an adequate duration, though this is negotiable.