



# HOSTING A BUSINESS AFTER HOURS MIXER

*Helping businesses & organizations thrive!*

## PROGRAM PURPOSE:

To support members of the Aransas Pass Chamber of Commerce (APCOC), increase business exposure and to acquaint the community with the hosting business as well as explain their services in greater depth.

*The inquiring business/organization must be a AP Chamber member in order to participate as a host.*

## PLANNING/COORDINATION:

- Contact the Aransas Pass Chamber of Commerce to inquire about available dates for the monthly Business After Hours Mixers, as event dates are pre-selected at the beginning of each year. Monthly After Hours Business Mixers are typically set for the 3rd Wednesday of the month, however the event may be set for another date if there are conflicts with staff/member calendars.
- The event should be limited to 2 hours. (5-7 PM Preferred)
- The hosting business is responsible for arranging the event venue and providing refreshments. At a minimum, the host must offer soda, water, and appetizers. Additionally, the host should supply all necessary serving items such as plates, glasses, cups, utensils, and napkins.
- During the event, the host is given the opportunity to briefly educate guests about their business/organization and the services/products they offer.

**AN EVENT RECAP WITH PHOTOS AND BUSINESS PROMOTIONAL INFORMATION WILL BE SHARED VIA SOCIAL MEDIA.**

## EVENT PROMOTION:

- The Chamber proactively promotes the Business After Hours Mixer to its members, as it is a valuable member benefit that helps business owners expand their visibility.
- The Chamber staff will send e-blasts to members to inform them of the upcoming mixer in the month it takes place.
- The Chamber staff will create a Facebook event to promote the upcoming mixer and share two Facebook posts to further publicize the event.
- The Chamber staff will create the event's promotional graphic and share it with the host. The host is encouraged to extend invitations to their vendors, employees, and customers.
- The event will be advertised on the Aransas Pass Chamber of Commerce online community calendar, which can be accessed at [aransaspas.org](http://aransaspas.org).

## DOOR PRIZES:

- Hosts are encouraged to provide door prizes. The presence of door prizes not only serves as an incentive for attendance but also creates excitement and engagement, further enhancing the overall experience for guests while promoting the host's offerings.

## ALCOHOL:

- The Aransas Pass Chamber of Commerce, through its partnership with L&F Distributors, can offer the option of adult beverages for the APCOC Business After Hours Mixers.