



The main benefit of sponsoring an Owen After Hours event is the exposure your business receives from the program. Here are a few tips for you to consider for hosting a successful Owen After Hours event.

We strongly encourage you to attend at least one OAH event so you can begin your planning process, know what to expect and what you would like to avoid.

6-8 Weeks Prior to Event

- Set goals you wish to achieve. Is it your intent to create an awareness of a new location, service or product? Do you want to conduct business at this event? Your event can be a morning brunch, afternoon lunch or after business hours. In all cases, have fun with your event!
- Start planning your event at least 2 (two) months prior to the selected date.
- Arrange for a location. Generally, this is your place of business. Consider where guests will park, enter and mingle. Registration should be near the entrance, leaving enough room for one 6' table. Depending on your parking situation, you may need to have a parking attendant and/or signage for additional parking areas.
- Provide promo information to the OCCC office at least 6 (six) weeks prior to the event. The more information you provide, the better the promotion of your event will be.

- You are responsible for creating and/or purchasing and mailing your formal invitation. Please make this as professional as possible. Once your invitation is complete, please submit proof to the OCCC office for review. A membership mailing list will be made available to you at this time. Make plans to mail the invitations out approximately 3-4 weeks prior to the event. Invite your own special guests in addition to Chamber members.
- Arrange for refreshments/catering and/or bar service (if alcohol is to be served). We suggest you plan for a minimum of 50 people. Should you choose to serve alcohol, check with your insurance provider to make sure you are covered to serve. The OCCC/EDC is not responsible for purchasing, providing or serving alcohol.
- Arrange for entertainment if any will be provided. Entertainment should be placed far enough away from the registration area to keep sound levels sufficiently low.
- Solicit door prizes – 1 (one) major prize and 2 (two) or more minor prizes. Remember to include your prize donors and prizes in the information you provide for publicity. We encourage you to utilize current Chamber members as much as possible for your prizes.

1 week – Day of Event

- Hold an orientation meeting with your employees to inform them of the event. Tell them what you expect of them and explain the format of the event.
- In preparation of the event itself, take care of housekeeping. Consider the climate for that day. Have the air conditioning set for warm, summer months and the heat for cold, winter months at a comfortable level. Have a coat rack available if possible.

- Make sure caterers and bars are set up in plenty of time. Some guests will arrive early. You may even consider inviting some of your special guests early to give them personalized attention before the rest arrive. It is a good idea to label food being served in case someone has an allergy requiring them to avoid certain foods.
- As host, to get maximum exposure, you may want to be available to greet guests as they are registering or enter the main area.
- Provide at least 1 (one) 6' or larger table for registration. You will need a container for business cards/prize drawing forms, registration forms and a waste basket. Provide a list of door prizes and sponsors at the registration table. We suggest you start prizes one-half hour before the close of your event. Consider having a timeline with prizes, time of drawing and whether or not guests must be present to win.
- Depending on the size of your location, you may want to arrange for a quality sound system to make your welcome announcement, announce door prizes and thank your guests. Consider who will emcee and do the drawings for the event. Plan to promote your business during the announcements. You will have the entire crowd's attention... this is your chance!
- Event follow-up is important. We encourage you to send Thank You letters to your prize donors. If you would like a list of attendees to send additional Thank You letters, the OCCC will provide that to you.

Thank you for hosting an Owen After Hours event. We hope these tips will be helpful to you. Please contact us should you have any questions.

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