

## B.A.S.H DETAILS

### BUSINESS ASSOCIATES SOCIAL HOUR

A monthly networking event hosted by rotating members of our local chamber.

**First and foremost, thank you for your interest and generosity in hosting a B.A.S.H! Not only do B.A.S.H's provide fellow chamber members and community guests a great networking experience, but as a host, they can bring focus to your business and/or organization.**

**Why networking?** Networking is actually the art of creating and strengthening mutually beneficial relationships over time. More than just building a good reputation, networking is critical for professional growth and business development.

**What are the benefits to hosting?** Whether you're a small business entrepreneur or part of a large company, it's important to be visible and get noticed. A special asset of a smaller community is word best travels by word of mouth. That means community members recommending your business; call it free advertising!

One of the best ways to do this is by not only regularly attending B.A.S.H's, but to take advantage of hosting opportunities. By continually being community involved and contributing information to people who need it, you'll quickly establish a reputation as being a knowledgeable and reliable leader in your industry sector. By meeting new contacts and expanding your network, you may gain access to new customers, and ultimately, expand and grow your business. In addition, we will do a specific social media post dedicated to your business, or you're welcome to customize this if there are specific promotions you'd like to debut, etc.

During the BASH, you will be given the opportunity to present your business and elaborate on how our local communities of Lakeside and Somers play a role in your success. You may use as much time as needed; we encourage you to take advantage of this branding and marketing opportunity.

**Where & When?** Each B.A.S.H is hosted on the last Tuesday of each month, unless in direct conflict with a holiday weekend. Each event begins at 4pm and lasts approximately 60-90 minutes. Each B.A.S.H location varies, and is typically held at the host's place of business/organization venue.

**What are hosts responsible for?** Hosts are responsible for the venue, and for providing beverages (alcoholic and non-alcoholic), light apps/snacks (could be chips/dip to appetizers to catered spread) and table set-up. If you plan to host outdoors, please have a backup plan in place if weather does not permit. We do not require RSVPs, therefore attendance numbers can vary month to month. However, we suggest planning for the following:

- **35-45 guests:** February, March and October
- **Up to 70 guests:** January, April, May, June, July, and August

We will provide and set-up a sound system (if needed), as well as a check-in table with name tags. If you have promotional materials, you may display them at the table or pass them out to attendees. In addition, we have a raffle; if your business wants to donate the raffle (gift certificate, product, etc) then great! If not, the chamber will supply one. You will also have how much ever time you'd like to speak and tell our members about your business/organization during our announcement portion of the event.

