



## ***Denton Chamber of Commerce Membership Mixer Sponsorship Planning Guide***

To ensure that this popular Chamber event is successful for our membership and you as the sponsor, we request that you consider the following guidelines and recommendations.

***The Membership Mixer is a Chamber of Commerce sanctioned event. Sponsorship offers shall be reviewed by the Chamber of Commerce events committee regarding venue and setup. Events must meet minimum standards which are stated within event guidelines.***

### **Set the Date**

The first and most important thing to accomplish when considering sponsorship of a Chamber event is to contact the Chamber staff and check the available dates for the particular event you are interested in.

Typically only one mixer per month may be planned and no mixers are held during the months of November and December. The mixers are held the last Thursday of the month, from 5:00 p.m. to 7:00 p.m.; however we will work with you if there is a conflicting City or Chamber event. If the sponsor wishes that the event go beyond 7:00 p.m., please be aware that official Chamber participation will only be during the 5:00 p.m. to 7:00 p.m. timeframe. Any continuation of the event outside of the official time frame will be considered a private party/event by you, the sponsor.

Since event sponsorships are on a “first come first served basis,” it is important that once you have confirmed that the date you are interested in is available, you complete your sponsorship application and submit it to the Chamber staff along with a 50% deposit (of total sponsorship investment). This will reserve the date and sponsorship for your business. Members are eligible to be the primary location sponsor every other year in order to allow participation among other members. If a mixer date has not been reserved within 120 days of the event, the Chamber staff may refer to a waitlist for members who wish to sponsor regardless of the eligibility clause stated above.

You will receive an invoice for the balance of your sponsorship **90** days prior to the event. Sponsorship must be paid in full no later than **60** days prior to the event. As a reminder, only Chamber members in good standing are eligible to sponsor these important membership events.



**Should the sponsor fail to adhere to the sponsorship deposit/payment deadlines, the Chamber reserves the right to offer the sponsorship to an alternate sponsor (regardless of eligibility clause stated above).**

### **Who attends?**

Although this event is a Chamber event and considered a benefit of membership, you, as the host and sponsor, may invite customers, business associates, friends and family if you choose to do so. **A guest list must be submitted on the week of the event.**

Door prize sponsors and co-sponsors/hosts should only be selected from the Chamber membership since they will receive recognition during the announcements.

### **How do I get my business name on the advertising?**

As soon as your sponsorship date is confirmed, send the Chamber staff your company logo in a PDF and/or JPEG format. This will allow our staff to add your logo and company information to our website immediately and to use your information for our email distributions, monthly newsletter and other event materials.

Notify chamber staff if you would like the optional postcard invitation so that we may begin development of the design and schedule the printing and mailing dates accordingly.

### **Location, Location, Location!!**

*An appropriate sized venue that safely and adequately accommodates 250-300 guests with ample parking is a must!* If your place of business is not large enough to hold this capacity in one room, then please consider partnering with another Chamber member that offers a venue of the appropriate size.

*New Member Orientation* precedes the Denton Chamber Membership Mixer every other month. If an orientation is scheduled for the day of the event, the Chamber requests that the sponsor provide a space within the venue for up to 20 attendees with A/V capabilities. This allows new members to transition directly into their first networking event and increases the attendance at the mixer.

*Weather considerations* - if weather may become an issue (too hot, cold or rain), the location you choose will need to be able to accommodate weather variables. If you are hosting a summer program outside, please plan to provide shade and perhaps misters/fans to keep your guests cool. If cold is the issue, please provide an indoor space or heated tent to ensure the comfort of your guests. Your location must have adequate indoor space or covered area to handle the event in case of rain.



*Restroom facilities* must be on site and readily accessible, particularly if the event is being held outdoors.

Parking must be ample enough to accommodate the 250-300 attendees while ***not hindering or interfering with neighboring businesses***. Please ensure that you discuss your plans with neighboring businesses and provide the appropriate signage and/or staff to direct traffic to parking areas on the day of the event. If you feel parking is limited or difficult, consider offering valet services.

As a sponsor of a Chamber event, you are representing your business, the Chamber, and the Denton business community. Thoughtfulness, consideration, and cooperation are imperative. ***Sponsorship offers shall be reviewed by the Chamber of Commerce events committee regarding venue and setup. Events must meet minimum standards which are stated within event guidelines.***

#### **Food (and Drinks) for thought....**

Another extremely important part of your event! Be creative with your food choices but remember that finger foods usually work best in an area where folks will be walking and networking. Passing hors d'oeuvres, strategic food station locations, and sitting areas (for heavier fare) all provide a good flow and help attendees enjoy the food while maximizing networking opportunities.

Again, please contract with or purchase from **Chamber member food providers** if you are not preparing the food in-house. *Only Chamber member participants and co-sponsors will be recognized during the announcements.*

Beverages are the perfect compliment to your food choices. Since this is an after-hours event, it is always a "win" to offer alcoholic (beer and wine) and non-alcoholic options (ice tea, water, sodas, etc.).

Consider what locations would be best to set-up beverage services. An ideal location would be one that would not block an entrance but would draw guests into the room. It should have good visibility, accessibility and be located where damage to carpet or furniture will not occur due to melting ice or spills. Ensure your staff monitors this location during the event to prevent slip and fall situations.

If your location or venue is not licensed to serve alcoholic beverages, you may contact Miller of Denton and/or Ben E. Keith for beer donations. These two Chamber members



are always generous in their support of our mixer sponsors. However, due to TABC regulations, these providers are not able to donate to licensed venues or facilities. Therefore, if your location or venue is licensed to serve alcoholic beverages, you will be responsible for purchasing these items. Again, please remember to check with fellow Chamber members for your purchases!

### **What am I responsible for in the program?**

At 6:00 p.m., the emcee will welcome attendees, introduce you as the sponsor and conduct the door prize drawing. Please be prepared at that time to say a few words and introduce your staff. We also ask that you place the door prizes close to the area where the emcee will be speaking by 5:30 p.m.

### **Give-a-ways?**

An important part of your sponsorship is to highlight your business in every way possible. Give-a-ways are a great way to persuade attendees to remember your business after the event and even to refer you to others.

Placing a basket by the doors with items, or having a staff member hand an item out to each attendee upon arrival, during the event, or as they are leaving (whether it is a pen, pad, coffee mug, calendar, discount coupon, etc.) is a wonderful way of thanking your guests for attending.

### **What about door prizes?**

Door prizes are another great way to have attendees leave the event with an item they will remember and enjoy (thus remembering your business and your sponsorship).

**Please remember that only door prizes provided by Chamber members will be recognized during the program.**

Please limit the number of door prizes to **five (5)**, as too many may draw out the program and cause the loss of attention by attendees. The emcee will ask your staff members to assist him/her in the door prize drawing at 6:00 p.m. The door prizes are drawn from the business cards collected at the Chamber welcome table by Chamber staff and LEAD Delegates. **Business cards collected are property of the Chamber of Commerce; however as the sponsor of the mixer, you may receive an attendee contact list compiled after the event by chamber staff.**

### **The Set Up**

Again, be creative! This is a perfect way to highlight your location or venue. When planning your set-up strategy, remember to make it interesting and conducive to



networking. Decorative items create a sense of celebration and interest and leverage your company visibility when combined with your company logo, information, merchandise, etc. **If you have a specific theme in mind for your mixer, this must be approved by the events committee.**

At the entrance to the venue or location, please have two 6' tables and 4 chairs set-up for the Chamber welcome table.

Your set-up should be completed by 4:15 p.m.

### **Equipment and Entertainment**

All attendees will want to hear from you and will want to find out if they have won a door prize! With 250-300 attendees, it is imperative that a sound system of adequate power including an appropriate number of speakers for your space is available for these announcements.

Although we do not feel it is necessary, some event sponsors choose to provide a band or DJ. If you elect to do so, please remember that the primary function of the event is networking with your fellow members. Please ensure that the music is not played during any part of the program, sound levels do not overwhelm conversation and that the music is appropriate and in good taste.

**Sponsorship offers shall be reviewed by the Chamber of Commerce events committee regarding venue and setup. Events must meet minimum standards which are stated within event guidelines.**



**Who do I contact?**

Any of the staff members listed below can be reached through our main telephone number, (940) 382-9693.

Angelica Del Rosal, *Membership Development and Program Director*  
[angelica@denton-chamber.org](mailto:angelica@denton-chamber.org)

Pam Marrufo, *Director of Finance*  
[accountant@denton-chamber.org](mailto:accountant@denton-chamber.org)

Miller of Denton and Ben E. Keith contacts:

Miller of Denton  
(940) 566-6717

Kyle Kromer – Ben E. Keith  
(940) 323-0885 ext. 105

***As always, thank you for partnering with the Chamber!***