

CHAMBER MIXER

INFORMATION PACKAGE

**AMOUNT OF MIXERS
EACH YEAR**

11 MIXERS

TOTAL ATTENDEES:

**900+
PEOPLE**

ADDED EXPOSURE

PRICELESS



MIXER OVERVIEW

Hosting a Chamber Mixer is an excellent way to create member-to-member connections. By hosting a mixer, you welcome Chamber members and future customers to learn more about your business, what you do, where you do it, and meet your employees face-to-face.

Chamber Mixers hosted by a different member business or organization each month show the diversity of our members and provide a fresh environment to network and connect with local businesses.

Chamber Mixers are an affordable marketing opportunity. The best part of hosting a mixer, is that the Chamber does all the pre-event promotion and registration for you.

Thank you, for your interest in hosting one of our Chamber mixers. Mixers are all about showcasing your business to an engaged group of Chamber members.



HOST'S ROLE



MONTHS PRIOR TO EVENT

- Sign the contract to ensure your date is secure.
- Pay the \$250 + GST Mixer hosting fee.
- Provide the Chamber with your logo for marketing the event, one paragraph piece to be used when advertising the event and any other useful information to promote you and your event.
- Organize food and beverage - preferably with a Chamber member business - and cover the cost.

3 WEEKS PRIOR TO EVENT

- Provide details of the event to Chamber staff: where to park, your door prize, catering details, etc.
- Promote your event on social media channels, newsletters etc.
- If planning to serve alcohol you must have PAL insurance and a Special Events Licence in place.
- Provide the Chamber with proof of insurance with a minimum of \$2 million commercial general liability and with Comox Valley Chamber shown as an additional insured.

DAY OF EVENT

- Set up and take down of event space.
- Provide a check-in space (table, counter) for Chamber staff.
- Provide a coat rack (seasonal).
- Have a mic, if necessary.
- Promote your event on your social media channels.
- Display your business information, have staff & board members attend (if applicable).
- Arrange for a spokesperson.



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**MIXERS ARE AN
AMAZING
MARKETING TOOL**

CHAMBER'S ROLE

PRIOR TO EVENT

- Support & advise the host to ensure a successful event.
- Promote and market the event by announcing the event at prior Mixers and Chamber events, promote the event in the bi-monthly newsletter, and market the event on Chamber social media channels.
- List and maintain registration on Chamber website.
- Meet with Mixer host to finalize details of event.
- Provide an agenda for the event.

AT THE EVENT

- Welcome and register all guests.
- Manage event timing and the agenda.
- Provide a Chamber representative to introduce and thank host.
- Conduct the door prize draw.
- Promote the mixer host's business by taking pictures and posting to the Chamber Facebook page.



CHAMBER MIXER DETAILS



SERVING ALCOHOL AT A MIXER

- Mixer hosts have the option to provide wine and/or beer free of charge or have a cash bar.
- Keep in mind extra insurance and licencing is required which increases the budget of your mixer.
- It is not necessary to provide alcohol. Providing creative non-alcoholic drinks is just fine.

TIPS

The Chamber wants your mixer to be an enormous success. We encourage you to do the following:

- Attend a few mixers prior to your event so you have a feel for how it works.
- When setting up your room have a networking-friendly feel in mind.
- Be creative. Organize tours of your facility, have a 'night of' special, or have staff and board members attend to act as ambassadors.

- Think outside of the box with your door prize. Make it memorable and relevant to your industry.
- Use the added exposure the mixer is bringing to your business to engage online with your customers.
- The Chamber staff will send you links to the registration page, and facebook event. Share these widely. The more people who see your event the better.



TO INQUIRE ABOUT DATES AND BOOK YOUR MIXER CONTACT:

Kerry Ann Griffiths
 Membership & Events Coordinator
hello@comoxvalleychamber.com
 250.465.0019

PAST MIXER HOSTS



CHAMBER MIXER CONTRACT



SERVING ALCOHOL AT A MIXER

If you choose to serve alcohol at your mixer you need to have the following:

- Personal Alcohol Liability Insurance (PAL insurance) or Liquor Liability Insurance. Visit www.palcanada.com for all the details.
- Special Events Permit for a public occasion - preciously known as a Special Occasions License (SOL) . Visit specialevents.bcldb.com for an application.

THIRD PARTY INSURED

Chamber Mixers are Chamber events we require that the host arrange with their insurer to add the Comox Valley Chamber of Commerce as an additionally insured for two million. This does not cost any extra money to the host.

POLICIES

- The purpose of the Chamber mixer is to give full exposure to your business as the host and to the Chamber. No other businesses or organization can have promotional material on display.
- Mixers are Chamber events and are a member benefit. Members and non-Chamber members can attend by registering through the Chamber website for a fee.
- Non-Chamber members cannot host a Mixer.
- Mixer host staff and/or board members can attend the mixer free of charge as they are your ambassadors and help to set up and take down.

EVENT CHECKLIST

- Certificate of Insurance: _____
- Post Facebook Event: _____ (3 weeks prior to event)
- Date First Placed in Chamber Newsletter: _____
- Number of Employees/Board Comped Tickets: _____
- Do you need rack cards: yes _____ no _____

TERMS AND AGREEMENT

BY SIGNING THIS CONTRACT YOU AGREE TO THE FOLLOWING TERMS:

- Mixer fee and signed contract are required to book your mixer.
- Mixer host is responsible for organizing food & beverages and the cost of food & beverages.
- Mixer host will have all required insurance in place.
- Refunds are issued only if the mixer is canceled 60 days prior to event.

I have read and understand the terms. Please initial _____

Chamber staff: _____

MEMBER BUSINESS/ORGANIZATION: _____

DATE OF MIXER: _____

MAXIMUM ATTENDEES: _____

HOST REPRESENTATIVE NAME & TITLE (PLEASE PRINT)

HOST REPRESENTATIVE SIGNATURE:

DATE SIGNED: _____