

# Newark Chamber Mixer Guidelines

Keep this information on hand as reference to help you host your Mixer

## General Information

- The Chamber is *delighted* that you would like to host/sponsor a Chamber Mixer! Attached is an application we ask you to complete and return to the Chamber office.
- Mixers will be held at the host's place of business if it can adequately hold at minimum 30 people. If not, a host may hold their Mixer in another member facility that meets this criteria, and co-host with another member.
- Attendance at Mixers can vary widely, and individuals do not RSVP. A typical average attendance is 30-35 member guests, but if you will be inviting clients or patrons of your own in addition to the Chamber members, include that in your attendance estimate.
- The Host firm is strongly encouraged to invite their own customers or prospective clients and friends to attend their Chamber Mixer. These guests do not need to be members of the Chamber.
- Mixers are scheduled and held on either the 2<sup>nd</sup> or 4<sup>th</sup> Tuesday of the month.
- Mixer hours are from 5:00 p.m. to 7:00 p.m.

## Sponsoring Firm

1. The host firm (sponsor) will submit an application to the Chamber to host a Chamber Mixer. We will confirm if your requested date is available and calendar your event.
2. As a host, we encourage you to be creative! Feel free to create a festive atmosphere by incorporating a theme into your event! And Don't Forget to put out your marketing materials!
3. We recommend that you provide **two or three door prizes** that will delight your winning guests. The drawing for the door prizes is usually held at approximately 6:00 p.m. At that time Chamber leadership will introduce you to the attendees and you may introduce any of your partners, or employees, and if desired, acknowledge vendors or others who have helped create the event. Door prize winners will be determined by a drawing from the business cards collected at time of entry.
4. As host, you will provide food and beverage for your guests. If a professional caterer is used, it is recommended, but not required, that a Chamber member caterer be hired.
5. As host, don't forget to provide a sufficient number of wastebaskets for your guests – it's essential.
6. As host, please provide a table and two chairs for Chamber Ambassadors to welcome and check in your guests at the entrance of your Mixer location. Alternatively, a reception counter will work.

## Chamber Ambassadors

1. The Ambassador in Charge or staff will contact the host a week prior to the Mixer to confirm details.
2. The Ambassador in Charge will arrive at 4:45 p.m. to meet you, place two "Chamber Event" A-frame signs outside your location to help guests find you, and set up the check-in table.
3. Chamber Ambassadors will welcome your guests, collect business cards, and issue nametags from 4:45 p.m. to 7:00 p.m. The business cards will be left with you, so you will have a record of the guests who attended.

## Chamber Staff

1. Our Staff will provide nametags, pens, etc.
2. Our Staff will announce your event on the Chamber website and online Calendar, on our FaceBook page, and in email announcements to the email list of members and subscribers – several times.
3. Chamber Staff will work with you to help make your Chamber Mixer a great SUCCESS!

35501 Cedar Boulevard, Newark, CA 94560  
Phone: 510-578-4500

## NEWARK CHAMBER MIXER APPLICATION

Please scan and email this application or fax:

E-mail: [valerie@newark-chamber.com](mailto:valerie@newark-chamber.com)

MEMBER BUSINESS NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

CONTACT PERSON(S): \_\_\_\_\_ PHONE: \_\_\_\_\_

HAS YOUR FIRM PREVIOUSLY HOSTED A CHAMBER MIXER? YES \_\_\_ NO \_\_\_

WILL YOU BE THE SOLE HOST? \_\_\_\_\_. IF NOT, WHO WILL CO-HOST THE MIXER WITH YOU? (Must also be a Chamber Member).

ADDRESS WHERE YOU INTEND TO HOLD THE CHAMBER MIXER:

DATE UPON WHICH YOU WOULD LIKE TO SPONSOR A CHAMBER MIXER  
(2<sup>ND</sup> OR 4<sup>TH</sup> TUESDAY FROM 5pm TO 7pm):

FIRST CHOICE DATE: \_\_\_\_\_

SECOND CHOICE DATE: \_\_\_\_\_

APPLICANT'S SIGNATURE \_\_\_\_\_

TODAY'S DATE \_\_\_\_\_

We look forward to Showcasing your Business when you host your Mixer!  
Questions? Call 510-578-4500 or email [valerie@newark-chamber.com](mailto:valerie@newark-chamber.com)