



**Book Your Mixer Today!**



### **Why Co-Host a Mixer?**

Co-hosting a mixer is a great way to bring potential clients to your business or organization and expand awareness of what you do. There are limited opportunities to host mixers, as the Chamber promotes only one per month – usually the third Thursday of the month from 5:30-7:30pm. To encourage greater attendance, each mixer also features a non-profit member of the Chamber. The non-profit helps market the event to its own Board members, staff, and volunteers -- enhancing overall exposure.

### **Benefits**

- Exposure for your business/organization – bringing people to your location!
- Opportunity to address attendees to introduce your team, products and/or services
- Marketing and Publicity:
  - Inclusion in Chamber's "Upcoming Events" E-Blast (1,600+ email contacts)
  - Listing in "Upcoming Events" in the Chamber's *Salinas Valley Business Journal* (circulation of 20,000+ copies) and online on our website
  - Post-event publicity in the Business Journal with photographs
  - Event listing on the Chamber's homepage ([www.SalinasChamber.com](http://www.SalinasChamber.com))
  - Press release created and circulated to local media by Chamber

### **Interested?**

To learn about available dates for hosting a monthly mixer, please contact the Chamber at (831) 751-7725 or [Info@SalinasChamber.com](mailto:Info@SalinasChamber.com).



## **Salinas Valley Chamber Mixer Guidelines**

### **About Mixers**

Mixers are scheduled from **5:30 to 7:30pm** on the **3<sup>rd</sup> Thursday** of the month. There is no administrative cost to reserve and co-host a mixer. However, a **fee of \$250 will be applied to cancellations or date changes**. Admission to mixers is \$10 for members and \$20 for non-members (these funds are kept by the Chamber). Admission is complimentary for your Board members and employees, and a list must be submitted to the Chamber a minimum of 48 hrs in advance.

### **Co-Host Requirements:**

- Be a current member of the Salinas Valley Chamber of Commerce
- Submit request to the chamber twelve (12) weeks in advance
- Venue capacity (indoor/outdoor) for minimum of 30-50 guests (or more, depending on your marketing efforts)
- Ample parking at the venue or immediately nearby for guests

### **Co-Host Responsibilities:**

- ✓ Invite your company/organization officials, clients, vendors, family and friends
- ✓ Provide appetizers, ordered from Chamber Member Restaurants/Caterers
- ✓ Provide beverages (i.e., wine, soda, water) purchased through Chamber Members
- ✓ Payment of \$150 for a Member Spotlight E-Blast (advertisement) that will promote your company as the co-host for the mixer

### **Chamber Responsibilities:**

- ✓ Confirm date and availability
- ✓ Visit location to ensure it is appropriate for mixer
- ✓ Take photographs for publication in the *Salinas Valley Business Journal*
- ✓ Provide list of Chamber Member restaurants/caterers, wineries and/or vendors
- ✓ Obtain Alcohol Beverage Control Permit and pay ABC fees (if necessary)
- ✓ Provide on-site registration, payment, name tags and food or drink tickets
- ✓ Chamber Diplomats to assist as greeters and pour wine (if needed) – ABC Certified
- ✓ Provide publication of event in the *Salinas Valley Business Journal* at no cost to the co-hosting organization (deadlines must be met)
- ✓ Promote at Chamber events; Lunch Locals, Business 101, etc.
- ✓ Select featured non-profit from current members

### **Providing a Helping Hand**

The Salinas Valley Chamber of Commerce is excited to work with you to create a successful event. If you have any questions or need assistance of any kind, please call (831) 751-7725 or email us at [Info@SalinasChamber.com](mailto:Info@SalinasChamber.com)