

---

# MERCER AREA CHAMBER OF COMMERCE

5150N Hwy 51  
Mercer, WI 54547  
Melissa Biszak- Executive Director  
melissa@mercerc.com



(715) 476-2389  
info@mercerc.com  
www.MercerCC.com

Home of the Turtle Flambeau Flowage

---

## LIVE AFTER FIVE INFORMATION PACKET

*Congratulations! If you are reading this, you want to take the opportunity to open your doors to showcase your business and host Chamber members! We appreciate the opportunity to drive new foot traffic to your location and hope the following information is helpful to you.*

### WHAT IS A LIVE AFTER FIVE?

Our *Live After Five* event offers members, prospective members, customers, and guests the chance to network in an engaging, unique atmosphere, while raising money for the organization of your choice. These events are held monthly, on the date of your choice, starting at 5:00PM.

### WHAT ARE THE BENEFITS OF HOSTING A LIVE AFTER FIVE?

By hosting a *Live After Five*, you can:

- Introduce Chamber Members to your business and familiarize Chamber Members and business owners with your products/services
- Publicize your business within the local community
- Gain name recognition through listings on the Chamber's website, calendar, Facebook, monthly eNewsletters, etc.
- Provide an opportunity for Chamber Members and business owners to visit your physical location
- Grow your customer base and generate possible leads and sales from attendees

### WHAT DOES THE CHAMBER DO FOR A LIVE AFTER FIVE?

- Invite the Chamber Board, general membership, and public to attend the event
- List your event on the Chamber's website, calendar, monthly eNewsletter, and on Facebook – featuring your logo and/or graphics
- Set up a registration station; including nametags for guests, and a format for gathering the attendee's information for the host'
- Address guests, shortly, introducing you as the host
- Chamber will serve as a drop-off location for any in-kind donations designated for your event

### WHAT IS THE COST TO HOST A LIVE AFTER FIVE?

There is no fee to host, it is included in your membership. Any other expenses associated with food and beverage, novelty items, door prizes, etc., are at the discretion and cost of the host.

### WHAT HAVE OTHER BUSINESSES DONE TO MAKE THEIR EVENT UNIQUE?

- Sent a special invitation to the entire Chamber Membership
- Offered complimentary appetizers and beverages from fancy to simple, from a few selections to a large buffet
- Gave free samples of their product or services
- Played live music: DJ or a band
- Gave door prizes or other give-a-ways
- Many businesses choose to add a door prize, party favor or product/service sample, signature drink, themed décor or other extra touches.
- *If you plan to serve alcoholic beverages, it is your responsibility to secure a Temporary Class "B" License from the State of Wisconsin – the cost is \$10.00 and the application is available online at <https://www.revenue.wi.gov/DORForms/at-315f.pdf>*