



## **The Northwest Douglas County Chamber and EDC Women's Business Alliance (WBA) Hosting Criteria**

The Northwest Douglas County Chamber & EDC has a variety of programs to meet its members' needs. The Women's Business Alliance is one of those programs. Networking events for WBA are on the first Tuesday of each month from either 4:00 – 6:00 pm or 5:00-7:00 pm.

### **WBA Event Objectives**

WBA events are similar to other programs in that they are held to:

- Support the mission of the Northwest Douglas County Chamber & EDC by connecting member businesses with each other, with other resources and opportunities to help them succeed
- Highlight the host, co-host(s) and members
- Support the growth and success of businesses that serve the community

### **Criteria and Application Process to Sponsor a WBA Event**

- Ideally, a business interested in hosting a WBA event should be a member for a minimum of at least six (6) months prior to submitting an application to host or co-host and have attended at least four (4) WBA events before applying.
- Businesses interested in hosting a WBA event are required to follow the specified application process. The on-line application must be completed and submitted for the WBA Committee to review.
- Only members in good standing at the time of their event can host or co-host.
- Hosts are not allowed to have non-member businesses share the business spotlight or hosting of events.
- Businesses are permitted to host no more than one WBA event every 13 months.
- The application must be completed entirely and include a detailed description of the WBA event, e.g., is there a theme, will there be door prizes, refreshments, etc. It is essential that the Chamber & EDC receives this information a minimum of 60 days prior to the date of the scheduled event in order to post the event information on the calendar of events. The more detailed the information about the event, the better the marketing of the event.

### **Event Details**

- WBA networking events are held on the first Tuesday of each month.
- The standard time for WBA is either 4:00 – 6:00 pm or 5:00 – 7:00 pm.
- We strive to have only one type/category of business represented per quarter. Variety among businesses will encourage attendance and benefit both the host(s) and the members. This is your opportunity to showcase your company to other female business leaders within the membership.
- A variety of foods such as light finger foods is suggested and a variety of beverages such as wine, beer, water and soft drinks.

- Easy access for members is key to encouraging attendance. The location must accommodate 50-60 guests comfortably and may not exceed the fire code specifications.
- Non-brick and mortar businesses can be partnered with a brick and mortar business owned by a fellow member. We are happy to assist in identifying a co-host, if desired.
- Giveaways are not required; however, they make events fun and provide another opportunity to spotlight a business. Hosts are encouraged to collect door prizes from other members.
- Events with higher attendance typically are a result of a member's involvement and participation at other events.
- Consider having a "hook" or a theme. This may increase event attendance. Networking activities promote participation and interaction.
- Hosts (co-hosts) can expect the cost of sponsoring an event to range from \$300 - \$500. Ultimately the host determines the budget.