

BusinessNOW Contract



This application requests the date and publicity agreement between the Brainerd Lakes Chamber of Commerce and the event sponsor.

Please sign and return this copy with payment no later than 45 days prior to event to Sue Galligan by email, fax or mail to the following address:

Brainerd Lakes Chamber of Commerce

c/o Sue Galligan

224 West Washington Street

Brainerd, MN 56401

sgalligan@explorebrainerdlakes.com | Fax: 218.829.8199 | Phone: 218.822.7119

Name of Event: _____

Date of Event: _____

Business Name: _____

Authorized Representative: _____

Phone & Email: _____

Location of Event: _____

Co-Sponsor(s): _____

The fee for Business NOW is \$150 and is due upon booking. The fee for any additional co-sponsors is \$50 per co-sponsor. If a sponsor cancels more than 30 days prior to the event, their payment will be refunded. If the sponsor cancels 30 days or less, they will be responsible for the full amount. Attendees to event do not pay a fee unless the event sponsor specifies otherwise.

Disclaimer: Event dates will be filled on a first-come, first-served basis. The Chamber reserves the right to deny a request due to scheduling and/or staffing conflicts. Our best effort will be made to accommodate all requests. Confirmation of the date will be sent and the event will be secured and held upon the receipt of payment.

The Brainerd Lakes Chamber of Commerce is not responsible for any loss or damage to any material, equipment, personal belongings or personal injury that might occur prior, during or after the scheduled event.

Your signature confirms your acceptance of all items in the contract.

(Authorized Business Representative)

Date

Responsibilities of Sponsor:

- Schedule event and pay fee.
- Provide company logo and promotional information to the Chamber 45 days prior to the event.
- Market your event.*
- **If direct mail is created for promotion, submit a proof to Chamber staff for approval prior to printing.*
- Ensure chosen location has adequate space to hold the expected number of attendees.
- Provide a table for registration and employees to greet guests.

Responsibilities of Brainerd Lakes Chamber:

- The Brainerd Lakes Chamber of Commerce will assist in promoting the event via Chamber communication tools including:
 - Online Event Page on Chamber Website
 - Targeted email invitation to all Chamber primary representatives (Over 900 contacts - \$50 value)
 - Member-to-Member E-mail Advertisement: One “BEST” Swell Ad and one “BETTER” Swell Ad (\$130 value) **Sponsor must supply details of the event 2 weeks prior to the event to receive this benefit.*
 - Event Listing in Chamber E-News, *OxTales*
 - Event Listing on *Chamber Strong* page, found in Brainerd Dispatch (\$35 value)*
 - **Must get necessary event information by printing deadline in order to receive this benefit.*
 - Press Release Distribution - Brainerd Dispatch, Northland Press, Echo – the Chamber cannot guarantee printed information.
- Chamber staff will:
 - Arrive early to help with setup (including PA system) and registration*
 - **If there is a fee with registration, all the income goes to the host.*
 - Be on hand to take photos of the event for publicity.
 - Provide registration sign-in sheets and name tags.
 - Assist volunteers and sponsor as required.
 - Send attendee list to hosts for follow-up after the event.

Time Specifications for the Event:

- Must be held:
 - Monday- Friday from 8 a.m. to 5 p.m.
 - Allotted time is set at a maximum of 2 hours, which includes setup.