

High Tech Happy Hour

Sponsorship Responsibility and Benefits



Thank you for your consideration in sponsoring High Tech Happy Hour. Below is a brief outline of what your sponsorship consist of and what is expected of you.

- Venue Selection** – High Tech Happy Hour takes place on the last Thursday of every month from 5:00-7:00pm. If your event falls around a holiday or there is a conflict in scheduling your venue for that day, please let your HTHH sponsors know so that we may arrange alternate plans.
 - **Sponsorship Responsibilities:**
 - Please try to reserve your selected venue at least 2 months prior to your event to ensure availability.
 - Select a venue that will accommodate between 250-400 people (a list of possible venues has been included)
 - Ask for HTHH pricing – many of our venues offer reduced pricing for HTHH sponsors. Please inquire with management so that you receive the best possible rate.
- Settling on a HTHH Budget** – Sponsorships for HTHH start at around \$1,500 and can vary depending on that amount of food and beverages you supply. If your company is on a budget, consider co-sponsorship with a partner to reduce costs.
 - **Bar Tab:**
 - You should expect to set a minimum bar tab of \$1,500 depending on the venue (we recommend 4-5 barrels). This will ensure supplies will last for the duration of the event. It is also recommended to have a soda option included in your bar tab.
 - Decide on which brews you would like to offer. We recommend offering 2 different beers – one light beer and one locally brewed craft beer, as these seem to be more popular.
 - If you are co-sponsoring or have a larger budget, wine or rail drinks may also be included.
 - Please remember to calculate gratuity and tax into your budget. This may be negotiated with your selected venue.
 - **Food:**
 - Appetizers for the event start at a minimum of \$300 and will need to feed around 200-400 people. Appetizers can be as light as chips and dip, or more substantial like pizza or quesadillas.
 - When deciding on a menu, please remember to discuss with your venue the number of people who normally attend the event. It is important to make sure you request enough staff to be on hand that evening to distribute drinks and refill food platters. We recommend putting half the food out at 5:00pm and the other half out at 6:00pm.

3. **Sponsorship Requirements** – The HTHH team makes it simple for you to plan your event and is always willing to help you make your event a success. In order to facilitate the event and make sure it runs smoothly, please remember the following deadlines:

- **Logo** – Please send your logo to the HTHH team the month before your event so that we may start promoting your business on the HTHH website.
- **Slideshow** – Please send 2-3 power point slides to the HTHH team 2 weeks before the event. There is no need to format the background, as the HTHH team uses a standard format. The show will be displayed throughout the evening and is a great marketing opportunity for your company. Ideas of things to include on the slide are: Information about your business, exciting news, pictures, special promotions you are running, etc.
- **Raffle Prizes** – Raffle prizes can be given out at each event as a way of encouraging more participation, as well as saying thank you to those that are in attendance. Please decide ahead of time what your raffle item(s) will be the night of your event if you choose to provide a prize. Let the HTHH team know at least a week before the date so that we can provide signage for you. Past prizes have included, gift certificates, tickets to events, bottle of wine, etc.
- **Staffing the Event** – Your company should have at least 2 people scheduled to set-up any material you will want to bring and attend the event. Please inform the HTHH team a week before the event if this will not be possible so that other arrangements can be made.
- **Marketing Materials** – The week of the event, please gather your company’s marketing items for display at the event. This is your time to promote yourself to 200+ professionals, so make the most of it. Possible items include: brochures, posters/banners, business cards, pens, etc.

A few suggested venues (in no particular order):



Capital Brewery
 The Brink Lounge
 Steenbock’s On Orchard
 The Edgewater
 Craftsman Table & Tap
 Pooley’s



Wisconsin Union



Best Western – Inn on the Park
 Wisconsin Brewing Company
 Memorial Union
 Holiday Inn West
 Radisson Madison
 High Noon Saloon
 The Coliseum Bar
 The Overture Center
 Monona Terrace
 The Majestic



Benefits of Sponsorship

Visibility and Branding

Your company logo, Website URL and company description will be on the High Tech Happy Hour homepage for the month of your sponsorship.

Marketing for the Event

Your company link and description will be included on the High Tech Happy Hour announcement emails that are sent out to over 3,500 people in the Madison area. These emails are sent 2-3 times before the event.

Your company logo and information will be displayed on the High Tech Happy Hour slideshow at your sponsored event. This information will be highlighted over 2-3 slides. You will also have one slide at the previous month's event to advertise your sponsored High Tech Happy Hour event.

You may bring company information, brochures, signs, and promotional items to place on the registration table the night of your event.

Photos will be taken of your sponsored event and posted on the High Tech Happy Hour Website (www.hthh.org)

Additional Benefits

You will be given a list of the registered guests and business cards received at your sponsored High Tech Happy Hour. If you like, we can scan in the business cards and provide them to you in an electronic format as well. You may use this list as you wish, but we ask that you do so in a professional manner. If a bulk email list is created for marketing purposes, there MUST be an opt-out section included.

You will have the High Tech Happy Hour team assist in making your sponsorship a great event.

Name badges will be provided, free of charge. As a sponsor, you will be given special "sponsor" name badges to wear during the event to help promote your sponsorship.

You will have the option to provide feedback and suggestions on how to improve future High Tech Happy Hours.

Your High Tech Happy Hour Hosts,



High Tech Happy Hour Sponsorship Agreement

I am excited to participate and would like to:

Sponsor

Co-Sponsor

If known, co-sponsor is: _____

My preferred month is: _____

My second choice is: _____

Yes, please help me select a venue

No thanks, I will find my own place and inform you at least two months prior to the event

I have read and understand all the requirements for being a High Tech Happy Hour sponsor.

Name: _____

Company: _____

Email: _____

Phone: _____

Signature: _____

Date: _____



Please email or fax back to:

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