



BA5 Frequently Asked Questions

Thank you for considering becoming a sponsor of Forward Janesville's Business After Five. Sponsoring a Business After Five is one of the most effective one-on-one marketing tools available.

What is Business After Five?

Business After Five is one of Janesville's most popular networking opportunities. This is a time for Forward Janesville members and invited guests to meet other Forward Janesville members and generate new business contacts. It's ideal for local sponsoring companies to showcase their products and services to the Janesville business community.

What is the cost of this event to my business?

Cost for the event varies depending on the catering choice, type of invitations, entertainment, door prizes, and decorations. We request that all sponsors send invitations to the Forward Janesville members using a list that Forward Janesville provides. Sponsors usually send invitations to their customer list as well. Sponsors are responsible for creating and printing the invitation.

Cost will also vary based on the type and amount of refreshments and hors d'oeuvres served. Some sponsors have hired musical entertainment as well. Although Forward Janesville does not plan the details of these events, staff certainly is available to assist with any planning needs sponsors may have.

As noted above, costs vary depending on your selection or your budget needs. Typical Business After Fives can cost you anywhere between \$2,000 - \$3,500. A large, themed BA5 may cost around \$5,000.



Can I have a co-sponsorship?

Sponsors may choose co-sponsors with a few conditions. First, sponsors are responsible for developing the co-sponsorship. Forward Janesville can provide a list of members to assist with that development. All partners must agree (in writing, preferred) on all billing issues. Second, **our host must use Forward Janesville members as co-sponsors.**

We would like to invite 'xyz project' to promote it, can we?

Business After Five is an opportunity for networking. Therefore, we do not allow other projects, programs or events to be the focus of Business After Five. If a company wants to promote a project, program or event they may contact Forward Janesville to purchase a mailing list.

Can non-members attend Business After Five?

Business After Five is a benefit for Forward Janesville members and should be promoted primarily to Forward Janesville members. After all, the members are those people who support the economic well-being of the community in which you have chosen to do business. In an effort to expand the economy, we encourage non-members to join Forward Janesville and if part of that recruitment means bringing them to Business After Five, please invite a prospective guest.