

# Launch a WeMeet Chapter

## WeMeet - Your City

### Partnership Overview

With thousands of companies competing to get attention in your area, how do you break through the noise in your community and create a buzz about your brand? In today's cluttered digital landscape, getting face-time is extremely difficult. Postcards, mailers, and online advertising cost thousands! Certainly, you will get impressions but forget about ever building a meaningful connection with your audience.

Community outreach is the best way to get the word out about your personal brand or business. No other form of marketing comes close to the power of face-to-face networking & social mixer events. Nothing can replace shaking someones hand, making eye contact, and having a genuine conversation. It is the best way to build trust.

Our team of marketing and advertising experts will help you promote and grow your brand by hosting monthly live networking events in your city. We take care of the venue selection, planning, and event promotion. You and your brand become the center of attention as the Host Partner.

We exclusively partner with one person/company in each city to become the face of WeMeet. You will be one of thousands of companies that will have a competitive edge in your area.

Are you ready to become the shining star in your community?

## On-boarding & Setup

Once you sign up, we will schedule an on-boarding call with you to go over everything prior to announcing the launch event.

- On-boarding phone interview to determine your market and select your event venue.
- Design custom branded event supplies and marketing materials which includes host badges, name tags, and a tabletop sign.
- Schedule the first event about 30-45 days out once we have a venue confirmed. This will allow us to have enough time to effectively market the event.
- Go live!

## Demographics & Attendee Info

Each event brings together 25-50+ people depending on the city, the capacity of the venue, and how long the event has been established. The average attendee is a professional or small business owner. They are equally split between men and women. Most attendees either live or work in the area. The target market is typically a 10 mile radius of the venue location.

## Target Market - Who Attends?

- Professionals (All Industries)
- Freelancers
- Entrepreneurs
- Founders
- Business Owners
- Local Influencers

# Event Supplies - What's Included?



Sharpies

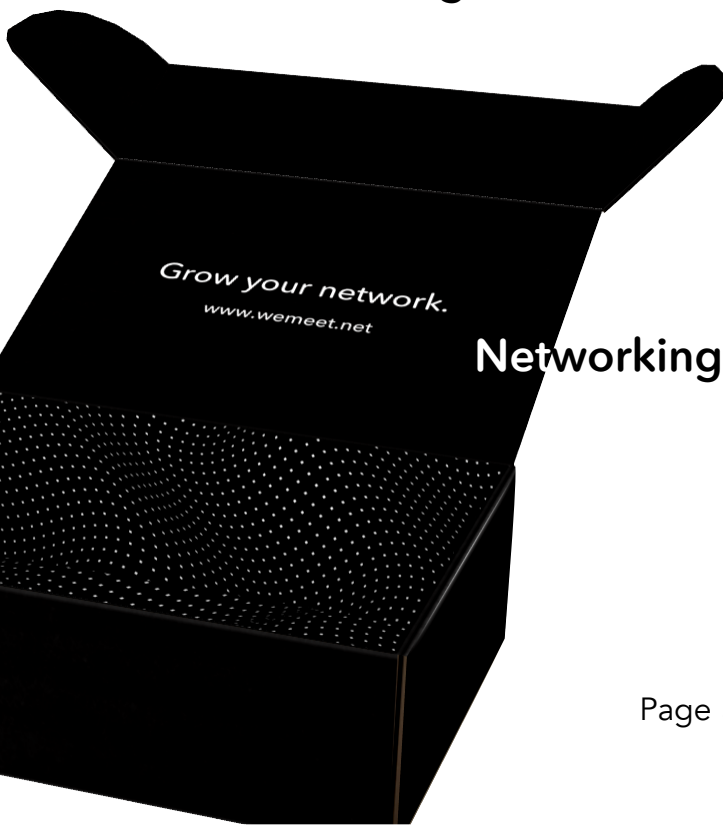
Host Partner  
Badge



Carrying  
Bag

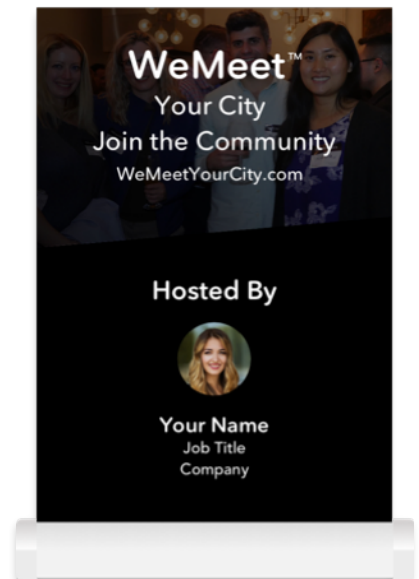


Name Tags



Networking Box

Tabletop  
Stand



## Venue & Event Management

- We handle all the planning and logistics related to the event venue selection, booking, and maintaining a relationship with the venue partner.
- Our team will manage the community pages and event listings on multiple channels like **Facebook**, **Eventbrite**, and **Meetup**.
- Your name and basic profile information will be displayed on all community and event listing pages and will link to your WeMeet profile. You can customize your profile anytime.
- Our team will actively promote the event on all WeMeet social media channels.
- We automatically send weekly email follow-ups to all members/attendees to remind them about upcoming events.
- Ongoing quarterly strategy calls to ensure success with your dedicated Events Manager.
- Right to use the WeMeet brand.

## Event Marketing & Promotion

Growing a community takes time. We are able to grow most communities at around 100+ members per month. The key to growth is consistency. The more events we hold, the more people find out about the community and tell their friends, coworkers, etc.

### Which channels do you use to promote the events?

The primary channels we use to promote the events are Google, Facebook, Instagram, LinkedIn, Eventbrite, and Meetup. We run Google Ads to the community page to drive member growth for specific keywords related to networking or networking events.



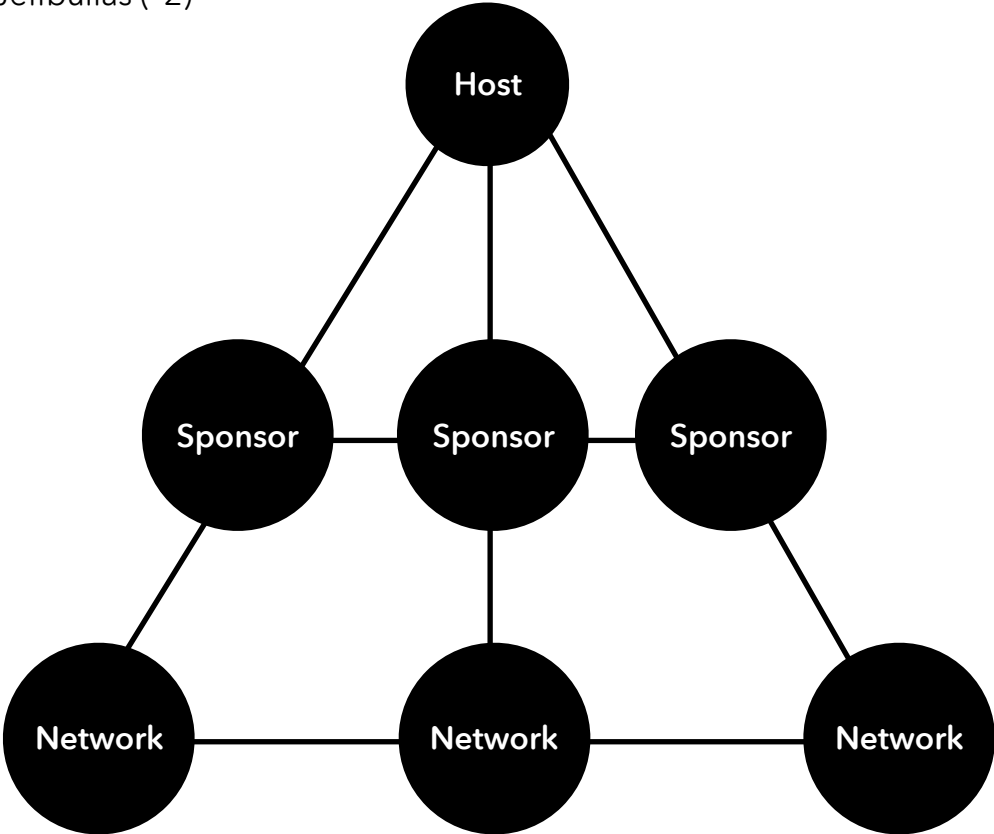
# Network Effect - Organic Growth

A network effect or organic growth occurs when we build alliances with other local professionals that are active in the community that frequently attend the events. The more alliances we build, the faster we can grow the community through word of mouth.

The average number of friends people have on Facebook is 338. (\*1) The average user of LinkedIn has 930 connections. (\*2) That's a combined average of 1,268 people most individuals have within their network between these two channels alone.

If you have multiple local **sponsors** vested in the growth of the community and they all share it with their personal network, we begin to see exponential growth of the community and event attendance. This is known as the network effect.

Source: Brandwatch (\*1)  
Source: Jeffbullas (\*2)



# Community Growth

We don't just host events, we build communities. You can see some examples of communities that are thriving. We host events in cities across the US, Canada, and abroad. The goal is to continuously stay top of mind. Building a community around your personal brand is super important and will go a long way with not only building new relationships but enhancing your existing ones!

<https://www.wemeet.net/groups>

**Become a Host**

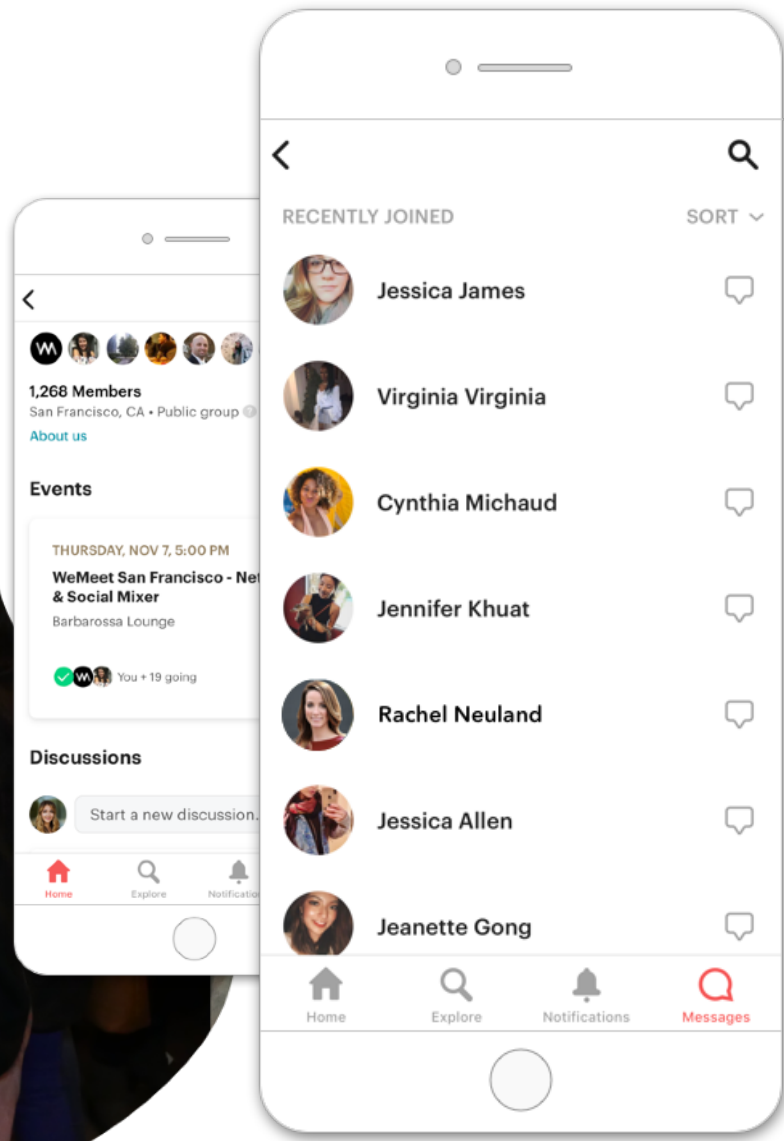


# Member Info & Communication

We use Meetup as the primary channel of building and growing our communities. As a Host Partner, you can track the growth of the community over time via the **Meetup app**. You will have direct access to the community which will enable you to do the following:

- Track the growth of the community
- See recently joined members
- See which members are attending upcoming events
- Message members directly
- Message all members in the group via Discussions

**Become a Host**





## Pricing - ~~\$300~~ \$150 Per Month

Hosting a monthly networking event is hands down the best way to promote your personal brand, business, and grow your social or professional network in your local area. You actually get to meet other members of the community! When was the last time you had face-time with most of your friends on Facebook or connections on LinkedIn? Imagine meeting 25-50+ new people every month.

An in-person connection far outweighs an online impression. Through repeated monthly interactions, you build genuine relationships that lead to either direct or referral based business through word of mouth. Grow your circle of influence and make an impact in your community.

## Become a local influencer for only \$5 per day!

[Become a Host](#)

**Have questions?  
(833) 3WE-MEET**

### Billing Overview

Your initial payment covers all the event supplies as well as marketing the first event. Your next payment will not be billed until after we go live with the first event. The payments are billed on the 1st of each month thereafter for the current month. Example: March 1st payment is for the event held in March. The card on file will be billed automatically. You may request to update the card on file at anytime.





# Common Questions

## **Q. How does the venue selection work?**

We work directly with you to find and secure a venue agreement in your city. This part take one to several weeks assuming we don't already have a venue partner in place. We evaluate the following items when selecting a venue:

- Atmosphere
- Positive Reviews
- Happy Hour

## **Q. Is there an additional fee for the venue?**

There is no additional fee for the venue. Attendees/members pay for their own drinks and food at the bar.

## **Q. When are the events held?**

We can host events on a Tuesday, Wednesday, or Thursday from 5:00 - 8 pm. Tuesday's and Thursday's typically get the best turnout. We would work with you to select either the 1st, 2nd, or 3rd, week of the month.

For example, we could agree to host the events the 2nd Thursday of the month. If it falls on a holiday, we move the date to the following week. By hosting the events at the same place and time every month, it will be easy for people to remember and will boost monthly attendance over time. Consistency is the key to the growing a vibrant community.

## **Q. Can I display other marketing materials?**

Due to the fact that we host our events in a restaurant/bar setting, we are only allowed to bring a limited number of items not to disrupt the atmosphere of the venue and the experience of other customers. We recommend simply bring business cards with you in addition to the items we provide you. Remember, the main goal is to meet new people and make genuine connections with other members of the community in an inviting casual atmosphere.

## **Q. What if I need to cancel or have to reschedule an event? \***

We understand that sometimes life happens and things come up. We ask that you give us a 30 day notice in the case that you have to cancel and or reschedule an event. We will do our best to move the event if we are given the appropriate notice and keep it in the same month.

If for some reason something comes up last minute and you cannot commit to hosting that month, we can cancel the event and let attendees/members know. A high frequency of cancelations will negatively impact the reputation and growth of the community. You will still be charged for that month in the case that you are unable to host the event for whatever reason. We still have to pay for the marketing and promotion and announce the events in advance.

# Commitment

In order to effectively grow the community, consistency is key! Due to the amount of time it takes to plan and coordinate ongoing monthly events, we ask for a **6-month commitment (6 events)**. The only thing you have to do on your end is simply show up once a month to host the events from 5-8 pm on the agreed upon day. We try to keep the events on the same day of the month to make it easy for members to remember and we pre-schedule them one month out.

# Hosting Details

You will receive all of the event supplies prior to the launch of the community which will include the WeMeet partner badges, name tags, sharpies, and tabletop sign. We take care of all the event marketing and promotion. All you have to do is set up the name tags, sharpies, and tabletop sign.

# Setup Guide

1. Place the **tabletop sign** on the reserved table facing the entrance to ensure that attendees can easily identify the event.
2. Display the **name tags** and **black sharpies** on the table in front of the tabletop sign.
3. Your custom **Host Partner badge** identifies you as the host of the event. Greet and make the guests feel welcome. Encourage everyone to follow you on WeMeet and join the community.

<https://wemeet.net/resources>

# Tip - Take Photos

Don't forget to take some photos. You can upload them directly to the group for other members to discover. You can also share them with your contacts on social media to spread the word with your existing contacts. This will help others discover the community and entice them to join.

## WeMeet Trademark Notice

“WeMeet” are registered trademarks of Promotely, Inc. and shall not be used without the prior written consent of Promotely, Inc.

## WeMeet Brand Guidelines & Requirements

- We require that you display the WeMeet tabletop sign, use the name tags provided, and the Sharpie markers must be the color black to ensure consistency with our brand guidelines and make it easy for attendees to identify the event.

- Creating events or groups on Social Media with the “WeMeet” name or brand is not allowed. This ensures that there are no duplicate events or groups across different platforms. You are welcome to share the live event directly from the WeMeet Facebook page or use the WeMeet name in posts on your timeline.

- Paper sign in sheets are not allowed. We want to maintain a casual check in process. We recommend making sure that attendees have joined your group so you can stay in touch with them. You can search for specific members and see recently joined members.

- We ask that you take 3-6 photos from each event in horizontal mode. You can either send it to us and we'll post it or you can post it directly to the group via the Meetup app. This allows us to grow the communities faster and gets people excited about joining the group.

## Agreement Cancellation

We strongly believe in our mission to bring communities closer together and the value we provide to our Host Partners. The Host Partner, (client) may cancel the agreement by providing a 30 day written notice via email or other written method before the renewal date. Should the client cancel the agreement prior to the 6 month term, the total amount of the agreement will be due/billed to the card on file and the territory will be transferred to the next person on the list that has expressed interest in that city.

WeMeet reserves the right to cancel the agreement at anytime by providing a written notice via email or other written method to the Host Partner. The Host Partner shall comply with the WeMeet Brand Guidelines to maintain good standing.

# Agreement Term

Due to the amount of time it takes to plan and coordinate ongoing monthly events, we ask for a minimum of **6-month commitment (6 events)**. Our target goal is to add around **500+ members** during this period. We typically average a growth rate of 100+ members per month. Consistency is key to member/community growth.

# Authorization

By signing below you accept the terms of this partnership agreement.

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Full Name

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Signature

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Company Name

---

Job Title

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Website

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City (Where event will be hosted)

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Date



Are you ready to become the shining star of your community?

**Become a Host**

[See Past Event Photos](#)

