



How to Host Downtown on Tap

Downtown on Tap is the last Tuesday of every month* from 5-7pm. Downtown on Tap usually has 35-50 attendees, the perfect size to be able to meet everyone and really connect to fellow members.

The Host Provides:

- \$125 hosting fee.
- Beer, wine, and non-alcoholic beverages.
- Appetizers either purchased or provided by a caterer arranged by the host.
- A brief description of what guests can expect at your Downtown on Tap to be included in the marketing materials by the 18th of the month prior.

Host Recommendations:

- Create a display table where customers can find information regarding your business or organization.
- Give a tour or short update on accomplishments, goals, or other news relating to your business or organization.
- Have giveaways or door prizes for attendees such as t-shirts, gift certificates, advertising packages, etc.
- Invite your network, board members, customers, and friends!

Marketing Exposure:

- Socials flyer insert and listing on calendar in monthly Downtown newsletter (sent to approx. 550 people).
- Listing on our website member news page.
- Reminders sent out in weekly member e-communications in the weeks leading up to the event (sent to approx. 750 people).
- Event shared on Facebook MDA Member Group.

*There are no networking socials in January, July, and December due to other membership events happening in those months.

Please contact the MDA staff if you have any questions or concerns about hosting Downtown on Tap.
Call (406) 543-4238 or email info@missouladowntown.com.