

The Cherrity Bar Partnership Info Packet

Congratulations on being selected as partner of The Cherrity Bar! The Cherrity Bar is San Antonio’s first and only philanthropic bar. Through partnerships with local nonprofits, The Cherrity Bar aims to highlight the important work of these organizations, provide opportunities to engage the public through events, and, of course, donate proceeds to participating nonprofits.

In this packet you’ll find more details on how this works, what’s required of participating organizations, tips for success, and more.

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Fast Facts

- Location: 302 Montana, San Antonio, TX 78203 (across from Alamodome)
- Hours:
 - Monday: Closed
 - Tuesday–Thursday: 5 pm – 10:30 pm
 - Friday: 5 pm – 12 am
 - Saturday: 3 pm – 12 am
 - Sunday: Closed
- Restaurants: Details coming soon, management Chefs Michael Sohocki and Ernie Bradley of Kimura and Restaurant Gwendolyn
- All ages: playground, arcade, games and more
- Parking: street parking and at the Alamodome when no events are taking place there; parking lot available across the street at 321 & 323 Montana during Alamodome events
- More info at cherritybar.com, [Facebook](#), [Instagram](#)
- Contact info:
 - For events: Lauren Lear; lgpcatering@gmail.com
 - Other questions: David Malley; david@cherritybar.com



How It Works

- Each month, The Cherrity Bar and SA2020 will choose a “theme” that connects community results within the SA2020 vision.
- Interested organizations apply for consideration through The Cherrity Bar website.
- The Friends of The Cherrity Bar advisory committee will select three organizations that most closely align to the theme each month.
- Participating partners are encouraged to share their selection and invite friends, supporters, staff, etc. to visit The Cherrity Bar during that month.
- The Cherrity Bar patrons will receive tokens based on food and beverage purchases to be used to place “votes” for their favorite partner.
- Each month, the Tourette Association of America will receive 10% of the proceeds. The remaining 90% will be split between participating partners. Those that receive the most “votes” will receive 60% while those in 2nd and 3rd place will receive 30% and 10%, respectively.

Partnership Benefits

- The opportunity to plan programming that showcases the impact of your organization’s work (e.g. a musical performance by Youth Orchestra of San Antonio, a mentoring mixer with Big Brothers Big Sisters, etc.)
- Social media mentions (and traditional media, when possible) mentions from The Cherrity Bar and SA2020 and other participating partners.
- The top vote-earning organization will receive a pallet painted with their design or logo to display at The Cherrity Bar (will need to coordinate with artist David Williams.)
- Your organization’s percentage of the monthly proceeds!

Participation Requirements

Charities selected for participation agree to:

- Promote your organization’s participation in internal and external communications throughout your month of participation.
- Encourage followers to visit The Cherrity Bar and spread the word!
- Provide your mission statement and a hi-res, print-ready logo for The Cherrity Bar website and use at The Cherrity Bar.
- Provide promotional materials and display these at The Cherrity Bar on the 1st day of the month.



Partnership Checklist

We need the following from you in order to help promote your organization and make your month a success:

- Prior to your month:
 - Attend a brief orientation at The Cherrity Bar to meet the team, see the space, learn more about event opportunities, etc. We'll connect with you on the date and time!
 - Connect with The Cherrity Bar team to claim dates for any events and send official details and promotional items **by the 15th of the month prior to yours.**
 - More details on page 4 of this document.
 - Provide the following for display at The Cherrity Bar **by the 15th of the month prior:**
 - One 8.5"x11" portrait flyer with name/logo for voting box
 - One 5"x7" portrait flyer with name/logo for 2nd voting box
 - Begin outreach! Make announcements on social media and newsletters about your month of participation, plan events during that month, share with your board, etc.
 - More promotional details on page 3 of this document.
 - Come by The Cherrity Bar on the 1st of your month to "decorate" the space around your voting box.
 - In addition to your sign on the voting box, you can also display organizational materials on your organization's 17"x23" bulletin board. You are also welcome to bring pamphlets, brochures, etc. for patrons to take with them — there will be space to leave these below your voting box.
 - ***For photos and examples of voting stations, see the final page of this document.***

- During your month:
 - Continue promotion! Make regular announcements across your platforms about The Cherrity Bar, your participation, and any events you're hosting.

- After your month ends:
 - Join The Cherrity Bar for a brief check presentation and a photo. We'll contact you with the date/time. (This is also a great time to pick up any promotional materials left behind.)
 - Complete a brief evaluation about your experience as a participant. We'll send this to you.
 - Make social media announcements about the official donation amount you received.
 - The organization that receives the most votes will coordinate their painted pallet to be added to The Cherrity Bar fence.



Promotion

Promotional Tips

- Post regularly on social media and/or in your newsletters. Help us get the word out about this new establishment and your organization's participation!
- Create Facebook events for your public events at The Cherrity Bar. (More details about events on page 4.)
- Share your own photos of your events or get-togethers at The Cherrity Bar.
- Share other organizations' events on your own social media. The more patrons, the better for all participants! We know collaboration works.
- Remind your followers that The Cherrity Bar has something for everyone: food each night; family-friendly atmosphere; lawn games available; indoor and outdoor space. And of course, a variety of tasty beverages.
- Tag The Cherrity Bar (on Facebook and Instagram) in your posts.

Social Media Post Suggestions

To help you make the most of this fun partnership, we've created some promotional copy. You can also use The Cherrity Bar logo on social media or on your own promotional graphics.

- We're a featured nonprofit at The Cherrity Bar! For the entire month of [month], San Antonio's first and only philanthropic bar is celebrating [theme]. As an organization moving the needle on [theme/cause/indicator], you can help support that work just by visiting The Cherrity Bar (302 Montana) in [month] and voting for [org]. All of The Cherrity Bar's proceeds go to area nonprofits, and the more votes [org] gets, the more money we'll receive. Make your next happy hour, date night, or get-together a philanthropic one!
- We're one of The Cherrity Bar's featured nonprofits for [month]! Visit #SanAntonio's 1st philanthropic bar and vote for [org].

You can find photos of The Cherrity Bar to use in your promotional materials [at this Dropbox link](#).

Promoting Responsibly

- The Cherrity Bar is a family-friendly establishment. In addition to beverages, local restaurateurs will serve food. (More details to come as the kitchen is being finished!)
- Customers will receive "votes" with any purchase at the bar, including non-alcoholic beverages.
- Food purchases of \$10 or more will also earn you a vote!
- If you plan to drink at The Cherrity Bar, make sure you're traveling responsibly. There are several bus stops near The Cherrity Bar, and you can plan your trip on VIA at viainfo.net. In addition to traditional taxi service, Uber and Lyft are available in San Antonio.
- For more information about sharing responsibly, contact or visit [SACADA](#) (San Antonio Council on Alcohol and Drug Abuse).



Events

Event Ideas

- Host an event to share more about your organization's work.
 - Examples include a grown-up spelling bee hosted by San Antonio Youth Literacy and a cook-off hosted by Meals on Wheels.
- Host an event that celebrates existing and recruits new volunteers.
- Showcase the talent your organization is cultivating. Music performances, spoken word or poetry events, dance – there's space for it all.
- Encourage your board members to host their own events: mixers, recruiting events, meetings, etc.

Event Opportunities

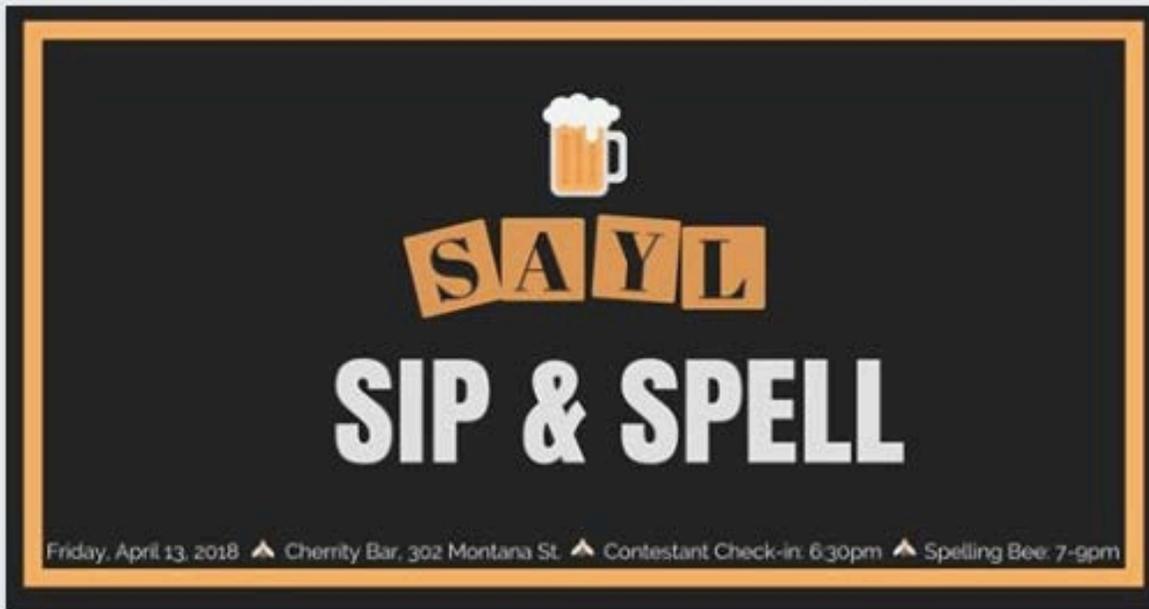
- There is indoor space and ample outdoor space in which to hold your event.
- There is an outdoor stage that you are welcome to claim and utilize for your event.
- Connect with The Cherrity Bar team to create a signature cocktail for your event.
- Bring in live music or other entertainment.
- [Click here](#) to see photos of the space.

Event Requirements

- Get in touch with the team (email Lauren from the Gwendolyn Group at lgpcatering@gmail.com) as early as possible about the date and nature of your event to ensure there aren't any conflicts. The Cherrity Bar calendar is first-come, first-served.
- Send your event information to Lauren so that we can add it to the website. ***Please send this by the 15th of the month prior to your featured month.***
 - If you have a Facebook event or other webpage with all the event details, you can send that.
 - If not, please send Word doc with all applicable information, including:
 - Name of event
 - Date and times (including special registration time if applicable)
 - Event description
 - Any links, e.g. event registration link if applicable
 - Any other pertinent info
 - Attach or send Dropbox/Google Drive links for any featured images, flyers, banners, etc.
- We recommend you create a Facebook event (see example below). Please add The Cherrity Bar as a co-host so we can promote as well.
- Bring or send any flyers or other promotional materials to The Cherrity Bar so that we can promote on-site.

Examples





APR
13

Sip and Spell with SAYL

Public · Hosted by Cherrity Bar and San Antonio Youth Literacy

★ Interested

✓ Going

➔ Share ▼



🕒 Friday, April 13 at 6:30 PM - 9 PM

📍 Cherrity Bar 302 Montana St.

🎫 Tickets Available
events.r20.constantcontact.com

[Find Tickets](#)







Empty voting stations (with Tourette of America station on left in Photo 1)



Voting station by April participant, San Antonio Youth Literacy