

### **New Accounts:**

CityCheers already has an agreement in place with the Texas Restaurant Association. Any outreach to TRA should be coordinated through us to avoid overlapping communication or confusion.

### **For Other Associations or Influencers Nationwide:**

#### **✓ Document Your Contacts**

- Keep a dated, time-stamped record of any outreach you make to associations, influencers, or potential partners.
- Record key details such as:
  - Name of contact person
  - Organization name
  - Email or phone number
  - Summary of discussion
  - Any follow-up actions promised

#### **✓ Notify CityCheers Early**

- As soon as you establish contact, email our team at [jodi@citycheers.net](mailto:jodi@citycheers.net) with your notes.
- We'll log the relationship in our system so that if they reach out to us directly, we can trace it back to you.

#### **✓ Reference Tracking**

- If multiple partners are working with the same organization or association, credit will be assigned to the partner whom the organization specifically identifies as their referring contact, if any.
- If no partner is named, CityCheers will review documented outreach records to determine credit fairly, based on the earliest and most substantial documented engagement.
- Therefore, early notification and clear documentation are critical to ensuring proper credit is assigned.

#### **✓ No Guarantee Without Record**

- To protect everyone's interests, CityCheers can only assign credit if there's a documented record linking the introduction to you. A private list alone may not be sufficient if we receive an inbound inquiry with no mention of your name

## **Position and Association with CityCheers**

### **✓ How to Refer to Yourself**

- When emailing or messaging potential contacts, referral partners should refer to themselves as:

**“an authorized referral partner of CityCheers Media Corporation.”**

- For example:

*“My name is [Your Name], and I’m an authorized referral partner of CityCheers Media Corporation. CityCheers is America’s Hospitality Super App that helps bars and restaurants connect with their customers and drive repeat business...”*

### **✓ What Not to Say**

- Do **not** represent yourself as an employee of CityCheers.
- Do **not** sign emails as “CityCheers” alone, or use a CityCheers email address if you haven’t been issued one officially.
- Avoid using job titles like “Sales Representative for CityCheers” unless expressly provided by CityCheers.

### **✓ Offer Your Contact Details**

- Always include your own email and phone number, so the recipient knows they’re speaking to a referral partner rather than CityCheers directly.

### **✓ Copy CityCheers When Appropriate**

- For high-value prospects, associations, or influencers, copy a CityCheers contact on your emails (when appropriate) so we can support your outreach and maintain consistent communication.

## **Referral Partner Marketing Materials – Guidelines**

### **✓ Approved Materials Provided by CityCheers**

- CityCheers will provide:
  - Digital brochures and one-pagers
  - Official slide decks
  - Logos and brand graphics
  - Approved email templates
  - Approved social media posts
  - Videos and demos showcasing CityCheers features

→ **Always use the latest versions** to ensure accurate information and brand consistency.

### **✓ How Partners May Use These Materials**

- You may:
  - Attach brochures to emails you send
  - Include CityCheers slides in presentations
  - Share approved social media posts or videos
  - Reference official CityCheers website pages

### **✓ Customization Rules**

- Do **not** alter CityCheers logos, colors, or design elements.
- Do **not** change wording in official materials without CityCheers' approval.
- If you wish to create customized materials (e.g. flyers, social posts, local market pieces):
  - Submit drafts to CityCheers for review and approval **before** using them publicly.

### **✓ Prohibited Actions**

- Do **not** create your own CityCheers-branded materials without approval.

- Do **not** use CityCheers trademarks or logos for personal business cards, websites, or email domains unless authorized.
- Do **not** make claims about CityCheers products or services beyond what's in official materials.

### **Digital Presence**

- Referral partners **may not** create websites or social media pages impersonating CityCheers.
- If you want to post about CityCheers on your own personal or business profiles:
  - Use only approved messaging or content
  - Identify yourself as "an authorized referral partner of CityCheers Media Corporation."

### **Getting Materials**

- Contact [CityCheers marketing contact email] if you:
  - Need updated materials
  - Want to request custom pieces
  - Have questions about what's approved