

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 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