



International Spirit of Zinck's Night Guide

What is the International Spirit of Zinck's Night?

- A world-wide, annual social event, founded in honor of Ithaca saloonkeeper Theodore Zinck, on the third Thursday of October (full history below)
- A dedicated evening to celebrate Cornell in a convivial and fun way
- An opportunity for Cornellians around the world to share a common experience
- A model for the impact of the Cornell network when applied toward a common goal within a defined time period

How do you plan an International Spirit of Zinck's Night?

12 WEEKS OUT

- Begin researching and contacting venues about availability and packages.
- Keep a record of each option's details: contact information, capacity, reservation requirements, if there's a private event space, payment policies, etc.

10 WEEKS OUT

- Make a reservation at your chosen venue.
- Confirm payment method (is a deposit, check or credit card needed?).
- Request any budget needs to Alumni Affairs.
- Set the ticket price to break even.
- Share event details with your Alumni Affairs contact (via [email and event detail form](#)).
- Submit a copy of your contract/invoice (if applicable) to your Alumni Affairs contact.
- Alumni Affairs submits the invoice to University Business Services and pays directly.*

8 – 9 WEEKS OUT

- Alumni Affairs creates a registration page.
- Approve the registration page.
- Create event marketing email for your local alumni community.
- Post the event to social media.

6 WEEKS OUT

- Send your first marketing email to your local alumni.
- Continue social media marketing.
- Stay in touch with Alumni Affairs throughout the planning process.

4 WEEKS OUT

- Send a second marketing email to your alumni community.
- Follow up with your Alumni Affairs contact about any additional supplies (Cornell trivia questions, extra nametags, etc.).
- Keep an eye on the registration to assess marketing needs.

2 WEEKS OUT

- Decide on menu with your venue, if applicable.
- Send a third marketing email to your alumni community (if you still have space!).
- Continue to push the event on social media / websites.
- Keep in touch with your Alumni Affairs contact on any registration changes, cancellations, etc.

5 DAYS OUT

- Send a “last call” marketing email to your alumni community (if you still have space!)

1 – 3 DAYS OUT

- Alumni Affairs sends event lead a registration list.
- Event lead sends a reminder email to registrants with all event details
- Confirm final number with your venue.
- Confirm final payment (paid before, at the event, the next day?) and submit request to Alumni Affairs.

DAY OF

- Event lead serves as liaison with venue management.
- Manage check-in/take attendance; record names of walk-ins.
- Lead the program portion, if you have one (trivia, a Cornell update, a formal toast, singing the alma mater, etc!).
- Tag photos with **#CUZINCKS**.

DAY AFTER

- Send attendance list to Alumni Affairs contact, including walk-in names.
- Submit walk-in payments and receipts for reimbursement.
- Submit the final invoice/receipt (if Alumni Affairs paid).
- Share any feedback/ideas for next time.

Best Practices

LOCATION	<ul style="list-style-type: none">• A local bar, pub or restaurant (make sure they serve food!).• Opt for a venue that can section off a portion of the bar/ restaurant, or provide a private/semi-private space.• If you live in a commuter community, consider a venue that is close to / accessible by public transportation.• Bonus points if it's owned by a Cornellian (and maybe discounts!).
TIMING	<ul style="list-style-type: none">• Held on the same day globally – the third Thursday of October.• In the evening, after work (account for work schedules, commuting, family, etc. when picking a time).
GUEST LIST	<ul style="list-style-type: none">• All alumni and friends.• Let guests/ invitees know if your venue IDs at the door (21+ only).• Alumni Affairs can invite local, current parents by request.
THE EVENT	<ul style="list-style-type: none">• Putting up a Cornell banner or some red and white balloons marks the space and makes it clear where to find the party!• Encourage guests to wear Cornell gear.

*New Budget Model participants are responsible for payments. Other Clubs/volunteers may also pay venues directly and submit expenses for reimbursement (w/ advance approval).

What is Zinck's Night (cont'd.): Theodore Zinck was a saloonkeeper in Ithaca, and his pub, the *Hotel Brunswick*, was a popular gathering place for Cornellians in the 1890s. After his death in 1903, several bars using his name (Zinck's) continued to provide a haven for students. When the last Zinck's closed in the mid-1960s, celebrating the spirit of Zinck's became a favorite Thursday night [Collegetown](#) tradition for undergraduates. To this day, Cornell alumni around the world celebrate Zinck's night once a year, on a Thursday in October. Zinck's is immortalized in the Cornell fight song "[Give My Regards to Davy](#)", with the following line: We'll all have drinks at Theodore Zinck's, When I get back next fall!