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.
Best Practices

LOCATION
- 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
- 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
- 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
- Putting up a Cornell banner or some red and white balloons makes 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!