

CULTURED COCKTAILS

FAQs



WHAT IS CULTURED COCKTAILS?

Fresh Arts' Cultured Cocktails is a community building fundraiser in celebration of the arts and takes place EVERY Thursday during the **5:00-8:00PM** happy hour at **Boheme Café & Wine Bar**. Each Cultured Cocktails event features a different local artist, arts organization, or arts project. The featured group receives 10% of all drink sales within the 5:00-8:00PM time frame.

Since its inception in 2008, the program has raised over \$110,000 for hundreds of local artists and arts projects!

WHAT IS EXPECTED OF THE FEATURED ARTIST/ARTS ORG?

- * You must maintain an **active presence** at your happy hour throughout the 5-8pm time frame.
- * Share your art form with the bar patrons! ***Whether it is a performance, art display, reading, film screening, DJ, or something else, we highly encourage the featured organizations to engage bar patrons as much as possible.***
- * Groups are responsible for their own setup (see SETUP LOGISTICS FAQ).
- * Groups are expected to promote their event to their network actively and early-- at least 3 weeks prior to your event date (see MARKETING EXPECTATIONS).
- * You must complete a post-event participation form after your event.

WHAT YOU CAN COUNT ON FRESH ARTS TO DO:

- * We will add your Cultured Cocktails event to Fresh Arts' online **Community Calendar**.
- * Fresh Arts will create a custom promo graphic for you to use in event promotions.
- * Include your event in our Fresh Art on Tap weekly event newsletter the week of your happy hour and include your event as one of the rotating featured events on our website.

FRESH ARTS EXPECTATIONS, CONTINUED:

- * Promote your Cultured Cocktails Facebook event on our social media channels on your event date (provided you have created a Facebook event).
- * Fresh Arts will coordinate with Boheme's marketing manager to send out an e-blast about the event to their email list
- * Help facilitate communication and special requests with Boheme bar management. **All event questions should be directed to Fresh Arts.**
- * Coordinate check payments per your application name and mailing address.
- * Fresh Arts has a small staff, but we will make every effort to have a staff member in attendance at your happy hour to briefly greet your group around 5pm.

PARTICIPATION FAQ

WHO IS ELIGIBLE TO PARTICIPATE?

- * Cultured Cocktails is open to all artists, arts projects, and arts-based groups and organizations living within 50 miles of Houston.
- * You do not have to be a Fresh Arts Member to participate although priority date selection will be offered to members.
- * Artists/organizations may participate only **once per calendar year**.

HOW DO I SIGN UP?

- * Interested groups must complete an online submission form via Submittable.com:
<http://bit.ly/culturedcocktailsapply>
- * Please allow up to 3 business days for a reply.

STATISTICS FAQ

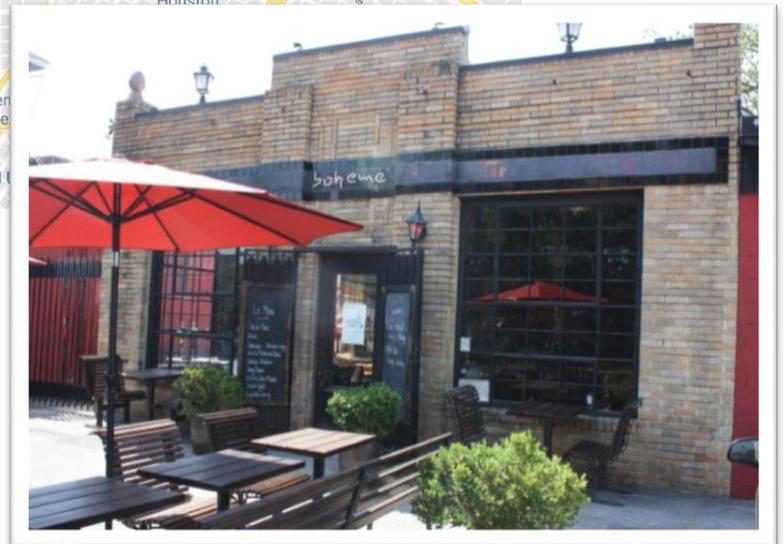
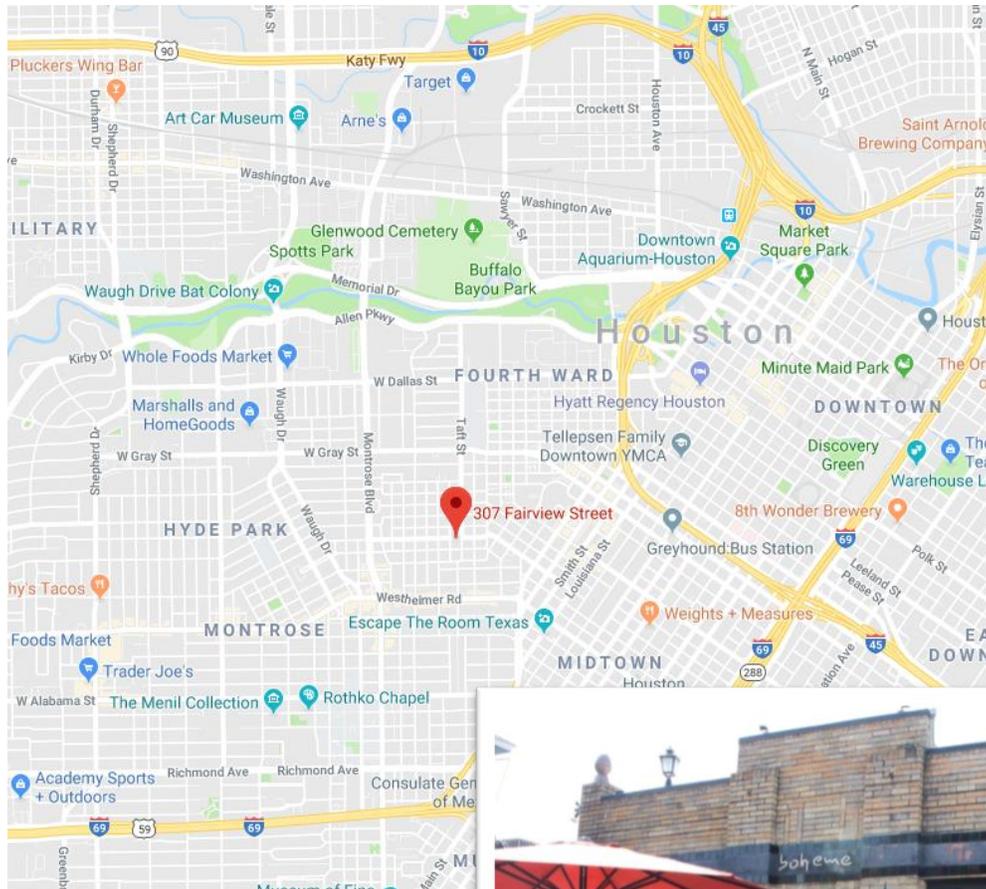
HOW MUCH CAN I EXPECT TO RECEIVE AS A BENEFICIARY?

- * The featured organization receives 10% of ALL drink sales within the 5:00-8:00PM time frame.
- * **In 2017, the average beneficiary check was \$240** with a checks ranging between \$100-\$352. (see PAYMENT FAQ for information regarding the check process).
- * Groups exceeding the average check amount saw their success as a result of early and active marketing to their immediate network of followers (staff, board members, volunteer lists, patrons, collectors, family, friends, etc.).

VENUE FAQ

WHERE DOES CULTURED COCKTAILS TAKE PLACE?

- * **Boheme Café & Wine Bar**, located at **307 Fairview St. Houston, TX 77006** (at Taft St.), in the heart of the Montrose area.
- * The venue has a casual bohemian atmosphere with limited indoor seating but has ample outdoor seating in their 6,000 sq foot wrap-around patio (dog friendly too!)



DOES BOHEME SERVE FOOD?

- * YES! Vegetarian & vegan options too!
- * Check out their photos, food + drink menus at www.barboheme.com

WHERE DO I PARK?

- * While there is limited space in the rear parking lots, you can find plenty of nearby **street parking**. Valet is also offered for a \$6 fee.

SETUP LOGISTICS FAQ

HOW EARLY CAN I SET UP ON MY EVENT DAY?

- * Boheme's doors open at 3pm. You must be setup and ready before 5pm.

WHO DO I CONTACT WITH SETUP QUESTIONS?

- * The bar staff may be consulted for minor setup questions, but all setup is the responsibility of the beneficiary. **Please contact Fresh Arts with your logistics questions prior to your event day.**

WHERE CAN I SET UP?

- * Take your pick-- but please try to setup your table/banners, etc. in a location that is highly visible to arriving bar patrons, **preferably inside or outside near the front entrance**.
- * In the corner near the piano is a popular for setting up tables and stand-up banners, but feel free to mingle throughout the bar and checkout their funky back patio!
- * The "Red Room" lounge has ample sofa seating but **must be reserved well in advance through Fresh Arts.**



Pictured: CounterCurrent Festival, March 2018

DO I NEED TO BRING MY OWN TABLE?

- * **YES**, you will need to provide your own table. Folding tables, chairs, audio equipment, extension cords, etc. are the responsibility of the artist/organization.

WHAT ELSE SHOULD I BRING?

- * Folding tables, tablecloths, banners, art on easels, props, raffle items, newsletter sign-up sheets, donation buckets and sellable items are all encouraged. (YES, you may SELL your art or merchandise!)
- * Signage identifying your group/organization (table signs, balloons, banners, chalk boards, or DIY poster board, etc. Have group t-shirts? wear them!)
- * Be sure to bring plenty of marketing materials and postcards to distribute. Groups are encouraged to pass out flyers and cards and may place them on the bar and nearby tables.
- * **TIP:** *Make your table/setup area stand out-- be creative!*

CAN I DISPLAY ARTWORK?

- * **YES**, but please **do not hang** your artwork on any of the painted walls.
- * Artists are welcome to **prop or lean** art pieces along the long shelf located along the back wall of the bar **or bring easels** to place around your setup space or in any empty corner of the bar.



Pictured: Venezuelan art exhibit by Feeding Smiles, May 2018

CAN I HANG BANNERS OR POSTERS?

- * **YES**, but please **do not** hang or tape banners or posters on any of the painted walls.
- * You are welcome to hang banners **outside** on the wooden exterior fence- see pic below (*please bring your own hanging supplies*).
- * Standup or pop-up banners can be placed inside near your table setup or placed in any unused corner of the bar.



NEED ACCESS TO AN ELECTRICAL OUTLET?

- * There are many located inside the bar area. Look near the piano or near one of the tufted leather sofas. Please plan to bring your own extension cord if desired!

EVENT LOGISTICS

HOW SHOULD I UTILIZE MY EVENT TIME?

- * This is completely up to you, but please **keep actively and creatively engaged** with bar patrons during the entire duration of your happy hour.
- * Greet bar patrons as they arrive, walk around the bar, pass out flyers, and talk to as many bar patrons as possible.
- * **TIP: Host a giveaway, sell raffle tickets or artwork, do demonstrations or live painting-- anything that may help you generate extra attention and extra funds.**

CAN I DO A PERFORMANCE or PLAY VIDEOS/MUSIC?

- * YES! We *HIGHLY* encourage you to activate the bar space by engaging bar patrons and sharing information about your project or organization as creatively as possible. This may include live performances, contests, poetry readings, DJs, film screenings, etc.
- * Participants are welcome to bring a video monitor or flat screen TV. Monitors, sound equipment, speakers, microphones, & extension cords, if desired, are **your responsibility**.



Pictured: Live music and dancing by Flamenco Poets Society, July 2017

CAN I USE BOHEME'S SOUND SYSTEM TO PLAY MUSIC?

- * NO, unfortunately Boheme's speaker system does not allow for external plug-ins so **please plan to bring your own speaker(s) if your performance requires sound.**

MARKETING FAQS

- * **The majority of the event promotion is the responsibility of the featured group.** You will, of course, have the best luck encouraging your board, friends, and fans to attend and drink on your behalf.
- * **Facebook event invites, online calendar listings, email blasts, etc. are your responsibility.**
- * You must mention **Fresh Arts** and **Boheme** in all promotion of the event and include the Cultured Cocktails logo in promotional material (see suggested event text below).

DO I NEED TO CREATE MY OWN FACEBOOK EVENT?

- * **YES.** Facebook event invites, online calendar listings, etc. are your responsibility.
- * **Please add **Fresh Arts** and **Boheme** as an event co-host for your Facebook event.**
- * Recommended event title: Cultured Cocktails benefiting **[YOUR ORG/PROJECT NAME]**

SUGGESTED EVENT TEXT:

*Please join us for drinks and conversation at Boheme Cafe & Wine Bar on Thursday, **[INSERT DATE]**, when a portion of the proceeds from all drink sales during the 5:00PM - 8:00PM happy hour will go to support **[ORGANIZATION/PROJECT NAME]**. So enjoy a drink or two, meet the **[ORGANIZATION/PROJECT NAME]** team, and take-in Boheme's bohemian atmosphere! The proceeds from the evening will support the **[artist"/"organization"/"group"/"project"]** so don't be shy, raise a glass (or three) while raising funds for **[INSERT NAME]**.*

[OPTIONAL: Enter specific event info in this section (performances, raffles, etc. that are scheduled for your Cultured Cocktails event.)]

About **[INSERT YOUR PROJECT OR ORGANIZATION NAME]:**

Insert a short paragraph or two about your project or organization. Don't forget to include website or social media links.

About Fresh Arts' Cultured Cocktails:

Fresh Arts' Cultured Cocktails is a weekly community building fundraiser in celebration of the arts. Featured groups receive 10% of all drink sales during the 5:00PM -8:00PM Thursday happy hour at Boheme (located at 307 Fairview St. near the corner of Taft St.)

Since its inception in 2008 the program has raised more than \$100,000 for hundreds of Houston artists and arts organizations. Powered by Fresh Arts, the Cultured Cocktails program is generously sponsored by Boheme Cafe & Wine Bar

Fresh Arts is a 501(c)3 Houston-based nonprofit that champions local artists and creative entrepreneurs to succeed in the business of art. www.FRESHARTS.org

PAYMENT FAQ

WHEN WILL I KNOW & RECEIVE THE PROCEEDS FROM MY EVENT?

- * **Approx. 4-5 weeks after your event date.**
- * Cultured Cocktails checks are issued in monthly batches on the 1st Thursday of each month. Fresh Arts will notify you of check status as soon as the previous month's checks have been logged in.
- * Prior to receiving your check, you must complete a **post-event participation form** within 1 week following your event. This will be emailed to you the Friday after your event date.
- * Please DO NOT contact Boheme for your check status or sales total. Payment inquiries and check status should be directed only to **Fresh Arts**.
- * Fresh Arts does not receive any proceeds from the Cultured Cocktails program.

EVENT CANCELTION POLICY FAQ

- * Confirmed dates should not be cancelled or modified less than **4 weeks** from event date or you will forfeit the opportunity to participate in the program.
- * In the event that an emergency issue arises, you must notify Fresh Arts immediately.
- * Inclement weather does not warrant terms for cancellation.
- * Please ensure that you have the staff capacity to fulfill your scheduled event date under all circumstances.

ADDITIONAL QUESTIONS?

- * Please contact Fresh Arts with all event and check inquiries.
- * Email: angela@fresharts.org
- * Call: 713-868-1839

CHEERS!

