

AUSTIN

Try Something Great From
The Lone Star State

Start-Up Sheet

OVERVIEW

“There’s a freedom you begin to feel
the closer you get to Austin, Texas.”

- Willie Nelson

Austin is a progressive city with vibrant art, culture, inspiring cuisine and foot-stomping entertainment that makes this beautiful locale the Live Music Capital of the World®. From high-tech halls to kitschy coffeehouses and vibrant outdoor festivals, Austin is alive to a diverse beat!

A city with no shortage of history or legend also has a delicious abundance of great restaurants and eateries. From food trucks to haute cuisine and craft cocktails, Austin’s eating scene is a foodie’s dream. Name your favorite—Tex-Mex, BBQ, Mexican and more—Austin has a dish for every taste.

For more about Austin, visit:

www.austintexas.org



See last page of this guide for
COVID-19 safety suggestions.

**BIG-CITY
BITES**
Eat Across North America



TIMING

Your celebration of **AUSTIN** is best suited to be featured on a single day/evening during your Big-City Bites promotion.

TOOLS

All of the individual city destinations featured in our Big-City Bites portfolio are supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions Link**, accessible from the **Universities Marketing Page** on **Sodexo Net**. Following are some of the specific support materials available for your celebration of **AUSTIN**.



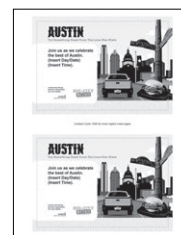
TIME DATE POSTER



TIME DATE POSTER



LARGE NAPKIN



SMALL NAPKIN

DESKTOP PRINT BIG-CITY BITES LARGE AND
SMALL NAPKINS ARE AVAILABLE ON POD.



MENU

Food is the star of our Big-City Bites promotion and we have compiled a variety of delicious Austin-specific menu selections for your use. To access a complete Recipe Matrix, please go to the **Additional Promotions/BIG-CITY BITES/Marketing Template Section** on the **Promotions Link** on **Sodexo Net**.



PROMOTION ENHANCEMENTS

AUSTIN LANDMARKS

Ziker Botanical Garden, Hamilton Pool Preserve, Blanton Museum of Art, Mexic-Arte Museum, the Paramount Theatre, Bullock Texas State History Museum, Lady Bird Lake, Longhorn Caverns, The Oasis on Lake Travis, Barton Springs Pool.

MUSIC

Austin proudly calls itself the “Live Music Capital of the World,” with musical performances going at just about all times and all places—even the grocery store! Country and folk music dominate the Austin sound, and will add a nice, musical Austin accent to your event.

DÉCOR

- Tall “Cathedral of Junk” image
- Texas flag
- Cutouts of bulls, cowboy hats, cactuses, etc.
- Color theme is red, white and blue (Texas Flag)
- Texas cutout with the Texas flag painted on it

FAMOUS RESIDENTS OF AUSTIN (PAST AND PRESENT)

Amber Heard (Actress, “Zombieland”), Steve Austin (Actor, “The Expendables”), Nelly (Singer), Tobe Hooper (Director, “The Texas Chain Saw Massacre”), Elijah Wood (Actor, “Lord of the Rings”), Sandra Bullock (Actress).

GAMES/ACTIVITIES

In addition to great-tasting food, following are a few fun activities you can use to create excitement around your celebration of **AUSTIN**.

IN-PERSON

BE A STAR PHOTO STAND—Paint a male and female image of a music star onto tall paper with a stage background and a “face” cut out so people can stick their heads in for a superstar photo experience.

AUSTIN TIC-TAC THROW DOWN—Velcro pads “catch” the Velcro balls while you try to beat your opponent at a game of Tic-Tac-Toe.

DIGITAL

DRESS THE PART CHALLENGE—Encourage students to compete for the most likes and shares on social media during a Dress the Part social media challenge. Students compete to see who can create the most authentic Austin-style outfit and generate the most online activity. Don’t forget to spread the word using an Austin/Big-City Bites hashtag in all of your outreach efforts.

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sodexo
QUALITY OF LIFE SERVICES

AUSTIN

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COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/Austin during the time of social distancing, please consider these adjustments to the activities. The safety recommendations in this guide are general suggestions. You need to follow all campus policies and state and local regulations to ensure the safety of customers and staff.

GENERAL:

- Only host your event in a space large enough to comply with social distancing guidelines (at least six feet apart)

GAME DETAILS:

SAFE TO PLAY:

- DRESS THE PART CHALLENGE

PROCEED WITH CAUTION: Provide sanitizing wipes and clean game equipment for each person

- TEXAS TIC-TAC THROW DOWN
- BE A STAR PHOTO STAND – Consider just a Texas background with no face cutout

PRIZES & GIVEAWAYS:

- Provide prizes for students to pick up on a nearby table, rather than having staff members or Interns stationed at each game to hand out prizes
- Consider prizes you might be able to provide virtually (e.g. loading extra meal credit onto students' accounts)