

NATIONAL SWEEPSTAKES Start-Up Sheet

During our fall promotion series, students will have a chance to enter our **Dishing Out Dreams Sweepstakes**. Simultaneously promoting the Sweepstakes and **GrEAT Expeditions** is a wonderful way to boost engagement with a captive audience.

Nineteen randomly selected national winners will receive:

- A **\$575 Best Buy gift card** to purchase choice of a tablet
- A **\$500 donation** in their name to a food-related charity of their choice



Students enter the sweepstakes at:
www.dishingoutdreamssweepstakes.com



Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Sweepstakes Marketing Templates** to promote the **Dishing Out Dreams Sweepstakes** event.

STEP-BY-STEP

The primary responsibility you have for the Sweepstakes is to promote and advertise it throughout the **GrEAT Expeditions** promotion period.

1. Display posters, banners, register cards and window clings, and distribute all other promotional materials, like Student Handouts to direct students to the Sweepstakes microsite.
2. Post messages, animations, videos and more on your LCD screens and social media platforms.
3. Customers will enter and participate in the Sweepstakes by visiting **www.dishingoutdreamssweepstakes.com** and submitting their contact information.
4. All winners will be notified in person and announced at the end of the promotion on the specially created microsite.

DON'T FORGET TO REVIEW THE FALL 2022
ISSUE OF ENGAGE MAGAZINE—IT HAS LOTS OF
SWEEPSTAKES PROMOTION IDEAS!

DISHING OUT DREAMS SWEEPSTAKES

SWEEPSTAKES TIMING

The Sweepstakes will run all fall long, beginning on **August 29, 2022** and ends on **November 18, 2022.**

PROMOTION RESOURCES

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Sweepstakes Marketing Templates** to promote the **Dishing Out Dreams Sweepstakes** event.

