



QUICK START SHEET



JELL-O® EATING CONTEST

TOOLS

To promote your **Eat It Up Jell-O® Eating Contest**, use the following materials:

INTERNAL



TIME/DATE POSTER

DESKTOP PRINT
LARGE AND SMALL NAPKIN
INSERTS AVAILABLE
ON POD



LARGE NAPKIN



SMALL NAPKIN

Small and large napkins are desktop printer friendly (8.5 x 11) this year. Contact Sodexo Print Management (Curtis 1000) to order.

EXTERNAL

Visit the **Universities Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote your **WORLD'S FARE** event and encourage student participation and engagement.



EVENT DESCRIPTION

This fun **Eat It Up Jell-O® Eating Contest** invites customers to eat as much Jell-O® as they can and as fast as they can in a specified time period.

MENU



Highlight your featured **WORLD'S FARE** menu selections throughout your promotion.

TIMING



This entire event can be held on one evening during your **WORLD'S FARE** promotion.

ENHANCEMENTS

Music/Entertainment

- Hire an amateur campus DJ, a personality from your campus radio station or one of your more spirited student employees or staff members to play appropriate themed music during your event*.

* Be sure to check on the legal requirements regarding the playing of copyrighted music in public.

Décor

- To help you make your **WORLD'S FARE** promotion a huge success, we recommend carnival decor. For example, you might have red and white striped items to mimic a "big top" tent, balloons and more.

Suggested Prizes

- A carnival themed prize package with specialty popcorn
- Redeemable certificates for campus dining locations



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STEP-BY-STEP

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GENERAL INSTRUCTIONS

- To host your **Eat It Up** event, you'll need the following items:
 - Enough Jell-O® for all of the registered participants
 - A time clock/app
 - Score board or large flip chart
- Determine the necessary amount of prepared Jell-O® that will be provided for each participant to eat, and also the amount of time each participant will have to consume the Jell-O®.
- Section off an area of the dining location for the contest to take place. Make sure this area doesn't interfere with your serving line or any high traffic areas.
- Ask a staff member to act as host of the contest. You will also need a time/score keeper.

PROCESS

1. At least a week prior to the event, have a sign-up for customers who would like to participate in the Jell-O® eating contest.
2. Have participants sit at tables close to where your event host will be located.
3. The host must explain the rules of the contest; no hands can be used, no help from other individuals, participants must consume the Jell-O® similar to a pie eating contest i.e. face first, and any other provisions you feel are necessary.
4. After time has run out, stop all participants from eating and determine who ate the most Jell-O® in the allotted amount of time.
5. Award the winner with their prize.
6. If you have a large number of participants competing, consider having 2nd and 3rd place prizes available as well.