



QUICK START SHEET



TOOLS

To promote your **Lucky Chance BINGO** event, 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

BINGO is one of America's iconic fair and carnival games, and it will serve as a fun way to get customers involved in your **WORLD'S FARE** event while eating their meals.

MENU



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

TIMING



This entire event can be held on one day during your **WORLD'S FARE** promotion, or it can be extended over a number of weeks by playing the game on a designated day or time each week.

ENHANCEMENTS

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. For this particular event, you might obtain a large BINGO drum from which to call the numbers.

Suggested Prizes

- Snack packs from which students can choose
- Redeemable certificates for campus dining locations



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STEP-BY-STEP



GENERAL INSTRUCTIONS

- To host your **Lucky Chance BINGO** event, you'll need the following items:
 - BINGO Cards
 - Highlighters, Markers or Chips
 - A Bingo Caller and Caller Supplies i.e. master marker card, rotating numbers device, etc.

PROCESS

1. As your customers walk into the dining location, ask them if they would like to participate in your **Lucky Chance BINGO** event and provide them with a card and a marker/chips.
2. The basic rules of the BINGO game apply to this event.
3. The person you have calling out the BINGO numbers can also serve as the event host. They will announce at the beginning of the event what is needed to win each game (straight line, four corners, cover all, etc.)
4. Make sure to have a microphone so that the entire dining location can hear the caller.
5. Have additional staff members or student volunteers available to go to tables to verify winning BINGO cards.
6. As participants complete a winning card, have them come up to select a prize from your prize display table or randomly select a prize and award it appropriately.