

FALL 2022

Holidays & CELEBRATIONS

Welcome to Sodexo's Holidays & Celebration Marketing Guide

This guide provides you with an overview of the available resources you can use to capitalize on various **Holidays & Celebrations** already being advertised and promoted nationally. The portfolio of featured events includes not only traditional holidays but also some campus-specific celebrations that you can leverage as part of your overall marketing plan. All promotion materials are customizable, giving you the necessary flexibility to create offers that best fit your individual needs. Best of luck in maximizing your campus **Holidays & Celebrations**.





Why Celebrate These Events?

The featured **Holidays & Celebrations** most likely represent fun times for your customers and are usually well promoted in advance of the targeted dates by national retailers and consumer product companies. Capitalizing on this momentum can help you:

- **REINFORCE** with students the value and appeal of being on a campus meal plan.
- **INCREASE** traffic, check average and overall sales in your campus retail locations.
- **INCREASE** frequency of visits per customer.
- **INCREASE** customer satisfaction while showcasing the many qualities of your dining program.

Target Audiences

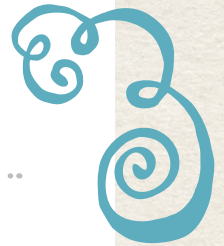
- **STUDENTS**
- **FACULTY & STAFF**
- **CAMPUS VISITORS**
- **LOCAL CUSTOMERS**

Timing

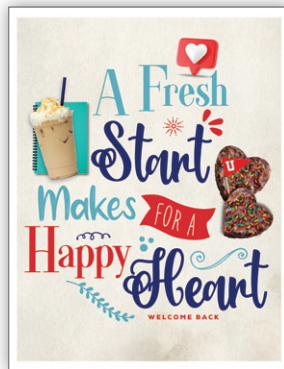
Please refer to the **Resident Dining Promotions Planner** provided in your promotion kit or the **Resident Dining Promotions Link**, accessible from the **Campus Marketing** page on **Sodexo Net**, for the recommended timing of the various **Holidays & Celebrations**.



Featured Holidays & Celebrations



From fall to spring, join in the fun that our new **Holidays & Celebrations** campaign will offer throughout your year! Use this new campaign to inspire students to engage with your resident dining program, and create lasting memories with their friends.



Welcome Back
DATE TBD BY LOCAL UNIT



Faculty & Staff
Appreciation Day
DATE TBD BY LOCAL UNIT



BBQ Fun
DATE TBD BY LOCAL UNIT



Homecoming
DATE TBD BY LOCAL UNIT



Fall Fun
DATE TBD BY LOCAL UNIT



Halloween
OCTOBER 31, 2022



Thanksgiving
NOVEMBER 24, 2022



Winter Holiday
DATE TBD BY LOCAL UNIT



Tools



The **Holidays & Celebrations** in our portfolio include a variety of customizable electronic tools you can use to create awareness and drive participation in your university event. Please visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates**. See below for a sampling of available support materials.



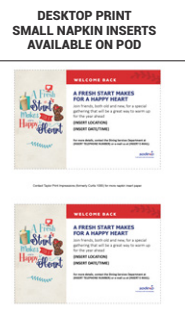
Event Mini Poster

Time/Date Poster

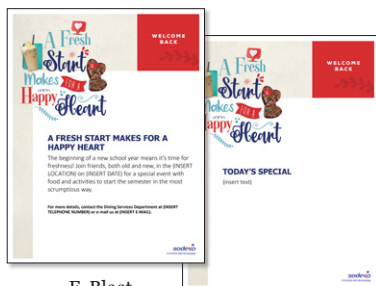
Small and large napkins are desktop printer friendly (8.5 x 11). Contact Sodexo Print Management Taylor Print Impressions (formerly Curtis 1000) to order.



Large Napkin Insert

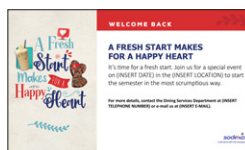


Small Napkin Insert



E-Blast

Border Sheet



Digital Screen



Social Media Files

Give your events a boost

Follow these tips to maximize your **Holidays & Celebration** and capitalize on the excellent marketing opportunities they offer:

- Think retail even in resident dining. Create special holiday goodies for an impulse purchase, such as prepackaged s'mores for the **Where There's Smoke, There's Flavor** event, pumpkin chocolate chip cookies for **Let the Gourd Times Roll**, apple pie cupcakes for **There is Always Something to be Thankful For**, gingerbread hot chocolate for **It Gets Snow Better than This**, etc.
- Many of the **Holidays & Celebrations** provide the perfect opportunity to cross-plan other promotions and programs, like **The Social** for **We Appreciate You** or **Step Right Up** for **A Fresh Start Makes a Happy Heart**. You can even try pairing your **Good Vibe Food Drive** with **Home is Where Your Friends Are** to add some goodwill to the celebration.

