

START-UP SHEET

PROMOTION OVERVIEW

CRAM JAM is an exciting promotion that features all of the elements necessary to help your customers relieve some of the stress that is typically associated with exam time. This promotion comes complete with its own signature menu of delicious foods, a variety of advertising and marketing materials to drive participation as well as a number of unique activities that you can use to make this a truly memorable promotion.

MENU

We have provided a variety of specially created menu selections for your **CRAM JAM** promotion. To access a complete **Recipe Matrix** for this promotion, please visit the **Universities Marketing page** on Sodexo Net to access the **Resident Dining Promotions Link**.

TIMING

The **CRAM JAM** promotion can be used as a standalone event to augment your annual promotion schedule, or you can use it to enhance one of the core promotions where appropriate.



TOOLS

From napkin inserts to digital screens and colorful posters, we've provided the tools you need to promote an unforgettable event. Visit the **Universities Marketing page** on Sodexo Net to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote **CRAM JAM**.



ACTIVITIES

To engage your customers in your **CRAM JAM** promotion, we have developed four (4) exciting activities for you to use individually or all together as part of an overall promotional event. To access individual Quick Start Sheets for each of the following activities, visit the **Universities Marketing page** on Sodexo Net to access the **Resident Dining Promotions Link**. There, you'll find **Additional Promotions Marketing Templates** (including the Quick Start Sheets) to promote **CRAM JAM**.

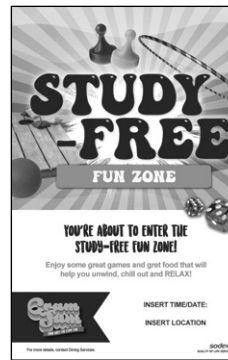
THE FOUR FEATURED ACTIVITIES INCLUDE:

LATE NIGHT BREAK-FAST



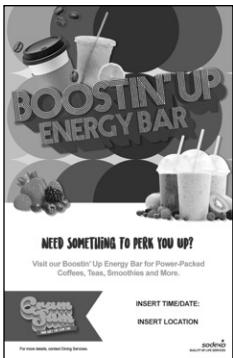
This event delivers delicious breakfast favorites to those customers looking for a late night energy boost. During exam time, your customers are usually burning the midnight oil. This **LATE NIGHT BREAK-FAST EVENT** gives them the opportunity to take a break from the books and fuel up on some of their favorite breakfast items.

STUDY-FREE FUN ZONE



The **STUDY-FREE FUN ZONE** event is designed to offer customers a chance to blow off some steam with fun games they can play with their friends. This is intended to be a quick event held intermittently between study sessions.

BOOSTIN' UP ENERGY BAR



Give your customers that added punch they need to get through the day with a fun and refreshing Energy Bar. Feature a variety of brews, blends, smoothies and more to kick-start a productive morning, afternoon or evening, no matter what lies ahead. From flavored coffees and teas to fruit-packed creations and other tasty treats, the Energy Bar will give your university community that added boost to excel at exam time.

"JAM" FEST



"Jam" Fest is an event designed to be featured throughout your **CRAM JAM** promotion. The intent is to feature different types of music each day, allowing your customers to unwind and take a break from exam-time stress.

