



QUICK START SHEET

TOOLS

To promote your “JAM” FEST, use the following materials:

INTERNAL



TIME/DATE POSTER



LARGE NAPKIN



SMALL NAPKIN

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

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

EVENT DESCRIPTION

“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.

MENU

Highlight your featured **CRAM JAM** menu selections throughout this event.

TIMING

This event should take place each day/night during your **CRAM JAM** promotion.





ENHANCEMENTS

MUSIC/ENTERTAINMENT

Feature an amateur campus DJ, a personality from your campus radio station, a Campus Intern, staff member or musically gifted student to host the event and/or perform.*

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

DÉCOR

To help you make your **CRAM JAM** event a huge success, consider how you might make the event feel more like a live concert. Consider securing spotlights, a pop-up stage, a microphone and any pertinent A/V equipment from your campus media club (if you have one).

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PRIZES & GIVEAWAYS

- Meal Credit
- Gift Certificates to Popular Internet Music Sites
- Concert Tickets
- A Guitar/Musical Instrument

STEP-BY-STEP

GENERAL INSTRUCTIONS

To host your “**JAM**” **FEST** event, you’ll need the following items:

- DJ or staff member to play music, or a musically gifted student/student group to perform
- Music ballot
- At least one roll of raffle tickets
- Determine how much space the event will require, including a spot for a dance floor, and set aside an appropriately-sized section of your dining hall. Make sure the area that you choose does not interfere with your serving line or other high traffic areas in your dining area.
- A week or two prior to your event, distribute ballots to your customers and ask them to vote for which types of music they want to hear during the “Jam” Fest.
- Give the list of your selected music categories to the person playing or performing the music several days in advance of your event so they are prepared with music that will fit the theme, e.g. rock, 90s, country, etc.
- Encourage your host, Campus Intern, DJ or musical personality/ personalities to interact with everyone during the event.
- Create door prizes so everyone who fills out a raffle ticket can enter to win.

PROCESS

1. Publicize the event well in advance to ensure high participation.
2. Decorate your “Jam” Fest area in a concert or dance club theme to set the right atmosphere for this event.
3. Every person that attends the event should receive a raffle ticket. During the event, your host should announce randomly chosen winning tickets and award prizes.