



QUICK START SHEET

TOOLS

To promote your **LATE NIGHT BREAK-FAST**, use the following materials:

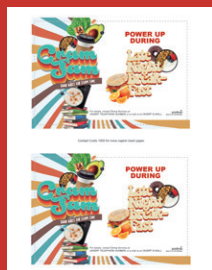
INTERNAL



TIME/DATE POSTER



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 **CRAM JAM** event and encourage student participation and engagement.

EVENT DESCRIPTION

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.

MENU

Be sure to feature grab-and-go items and portable features to suit students' on-the-go lifestyles. You can also view a complete **Recipe Matrix** by visiting the **Universities Marketing page** on Sodexo Net, then accessing the **Resident Dining Promotions Link**.

TIMING

This event is best suited to be held on a single evening during late night dining hours coinciding with your **CRAM JAM** promotion.





ENHANCEMENTS

MUSIC/ENTERTAINMENT

Ask an amateur campus DJ, a personality from your campus radio station, a Campus Intern or staff member to host the event and play appropriate themed music.*

** 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, we suggest decorating your dining hall like an on-trend breakfast or brunch spot with features like a juice bar.

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PRIZES & GIVEAWAYS

- Breakfast-themed Snack Packs
- Gift Certificates

STEP-BY-STEP

GENERAL INSTRUCTIONS

To host your **LATE NIGHT BREAK-FAST** event, you'll need the following item:

- At least one roll of raffle tickets
- In preparation for this event, meet with your culinary staff to determine a menu of popular breakfast items.
- Have ample staff on hand for this special late night meal service.
- Consider having special giveaways for everyone who visits, or use your raffle tickets to draw for door prizes.

PROCESS

1. Publicize the event well in advance to ensure high participation.
2. Decorate your dining hall in a special **CRAM JAM** theme to set the right atmosphere for this event.
3. As customers enter your dining hall, give them each a raffle ticket.
4. Hold random drawings throughout the event to award door prizes to lucky customers.