



QUICK START SHEET

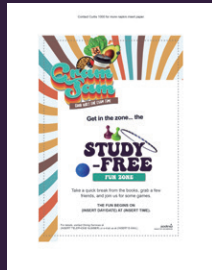
TOOLS

To promote your **STUDY-FREE FUN ZONE** event, use the following materials:

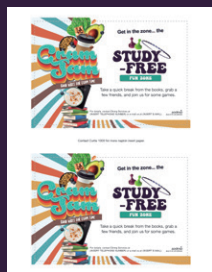
INTERNAL



TIME/DATE POSTER



LARGE NAPKIN



SMALL NAPKIN

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.

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

EVENT DESCRIPTION

The **STUDY-FREE FUN ZONE** 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.

MENU

In addition to highlighting your featured **CRAM JAM** menu selections, you may also want to consider a menu of bite-sized, shareable appetizers for your special **STUDY-FREE FUN ZONE** event.

TIMING

This entire event can be held on a single evening or it can be extended over a number of days throughout 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 recommend securing a cornhole/bean bag toss game, ping pong table or ring toss — anything that gets students to unwind while keeping them active.

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PRIZES & GIVEAWAYS

- Meal Credit
- Gift Certificates
- Yard Games/Popular Board Games

PROCESS

1. Staff members (or event volunteers) should be at each station regulating the games and giving away prizes.
2. For games like the Hula Hoop Challenge that require a number of contestants who will participate throughout the day, make sure a staff member records the high scoring participants information to get in touch with the winner.
3. You may want to have a variety of other games and activities like brain teasers, puzzles and playing cards available for customers to enjoy on their own or with friends separate from the prize competitions.

STEP-BY-STEP

GENERAL INSTRUCTIONS

To host your **STUDY-FREE FUN ZONE** event, you'll need the following items:

- Cornhole/Bean Bag Toss
- Ring Toss
- Ping Pong Tables/Balls
- Hula Hoops

- Determine how much space your games will require 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.
- Have staff members or Campus Interns stationed at each game to award prizes to winning participants.

GAME DETAILS

- **ULTIMATE CORNHOLE** – Have a bean bag board set up and challenge customers to see if they can get all three bean bags through the hole. Have a staff member give small prizes to those who accomplish the feat.
- **HULA HOOP CHALLENGE** – Invite your customers to hula hoop as many times as they can in a row. Have a staff member on hand to record the highest scores throughout the event. At the end of the event, declare the ultimate hula winner and award an appropriate prize.
- **PING PONG** – Set up a ping pong table, encouraging students to enter a tournament-style game in which the winners from each round go on to compete for one grand prize.
- **RING TOSS** – Have participants try to get three rings around a bottle of a popular soft drink you serve on campus. Award a beverage/snack pack with items from the participating supplier to whomever completes the task.