

# 2021-2022 PROMOTION SERIES

## FREQUENTLY ASKED QUESTIONS

### What are the specific run dates for each of the promotions?

This year, both **Return Of The '20s** and **Monopol-EATS!** will run from **January 3rd to April 11th**. Note that you should run these dining showcase events only during the specific time indicated.

### Should I run additional events for each promotion?

While additional events are not mandatory, we strongly encourage you to do as many as possible to maximize the value and appeal of a meal plan for your university community.

### In what other ways can we engage our university community during the promotion?

Don't forget about all the additional promotions and programs we offer in addition to our two core promotions. Cross-planning is a great way to generate interest and maximize

the exposure of your events. Consider running an event from **The Social** or **Big City Bites** to add more fun and flare to **Monopol-EATS!**, or jazz up a **Spring Fling** or **Mardi Gras** event from our **Holidays & Celebrations** portfolio during **Return Of The '20s**.

### What are some best practices for promoting the national prize sweepstakes?

**Return Of The '20s** and **Monopol-EATS!** come complete with a variety of print and electronic resources. These materials include easy-to-scan QR codes through which students can enter the sweepstakes from their mobile phones, so be sure to use as many of the resources as possible.

You should also educate your employees about the national prize sweepstakes and print our cashier's cards with sweepstakes information so employees can hand them out to the university community.

During promotional events, have Campus Interns, on-campus influencers and other groups promote the sweepstakes in person and via social media. Don't be afraid to get creative, soliciting the help of your Street Team or other groups, too. Remember, no purchase is necessary to enter the sweepstakes, and a purchase does not increase a student's chance of winning.

### What is the national prize sweepstakes microsite?

The microsite is the primary resource for our national sweepstakes this spring. In addition to providing more details about the sweepstakes, the microsite also serves as a means of entry. The site will remain active only until the conclusion of the **Return Of The '20s** and **Monopol-EATS!** promotion periods.