

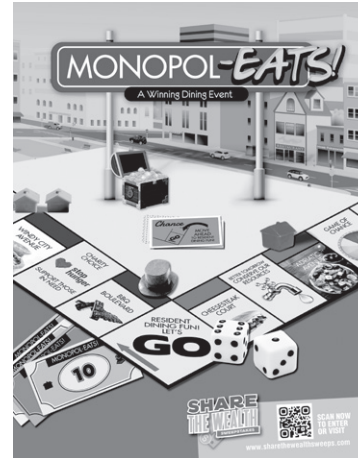
# Start-Up Sheet

## PROMOTION OVERVIEW

Treat your students to the power and panache typically reserved for the most famous industry titans during this promotional salute to a classic board game and nostalgic household staple.

Grab your racing car, top hat, or whatever game piece you've claimed because we're rolling the dice for a student-centric promotion where customers truly "Own It All!" Serve delicious game-themed cuisine inspired by some of the world's most well-known properties. Give students the chance to win exciting prizes while also helping those in need by donating nonperishables and other goods to campus and local food pantries.

Read on to find more information about this core promotion and what you can do to bring it to life while building community on campus this spring.



## TIMING

This promotion begins on **January 3, 2022** and ends on **April 11, 2022**.



## SWEEPSTAKES TIMING

The Sweepstakes will run all spring long, beginning on **January 3, 2022** and ending on **April 11, 2022**.

## PLEASE NOTE:

This year, both core promotions (**Return Of The '20s** and **Monopol-EATS!**) will run from **January 3rd** to **April 11th**.



## TARGET AUDIENCE

- Students
- Faculty & Staff
- University Visitors



## OBJECTIVES

- REINFORCE with students the value and appeal of being on a university meal plan.
- GENERATE interest among students, faculty and staff not currently on a university meal plan.
- INCREASE customer satisfaction while showcasing the many qualities of your dining program.
- BUILD community on campus.



## STRATEGY

Generate excitement and interest among the entire university population in your **Monopol-EATS!** promotion. Focus on driving meal plan sales through the engaging combination of signature culinary creations and exciting promotional activities.

## PROMOTION ACTIVITIES

Following are some unique activity suggestions that will enhance your **Monopol-EATS!** promotion:



- Set up a prize wheel so students can spin to win all promotion long. If your wheel has different colors, you can easily designate each hue to represent a different prize, like dining dollars, free food, water bottles, t-shirts and more.



- Have a photo booth where participants hold up giant paper money, wear top hats like the Monopoly mascot Rich Uncle Pennybags and more.
- Use our custom Snapchat filters so students can really get into character, featuring Pennybags' bowtie, top hat and three-piece suit.
- Encourage employees to dress in themed costumes throughout the promotion.



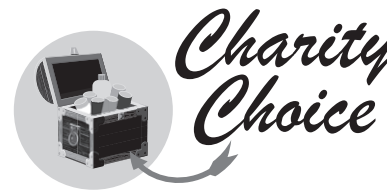
- Hide dining dollars in campus locations throughout the promotion, or adhere a particular number of free meal certificates to customers' to-go containers.
- Generate awareness of these hidden prizes on social media, your LCD screens and more so students are well-prepared to search!



- Work with your Art Department (if you have one) or an artistically-inclined student or group of students to organize a special event where students create their own giant "Monopoly" spaces.
- Personalize this activity by having students feature the best locations and landmarks from across campus and in your university's neighboring city/town.



Send students across the dining hall to sample foods inspired by the locations on the classic game board. For Adriatic Avenue feature gyros, Greek salads, and other clean, sustainable favorites. For the Beachcomber Drive, feature French fries, burgers (including plant-based options), and other portable "beach eats." Then, transport customers over to the Farmer's Market for over-the-top salads; the possibilities are endless!



- Throughout other promotional events and activities you have planned for Monopol-EATS!, encourage students, faculty, staff and employees to donate nonperishables and other goods to local women's shelters, pantries, etc.
- Inspired by the Community Chest on the "Monopoly" board, people can place their donations in a designated location in the dining hall.
- Consider inviting a representative from the organization you support to visit and generate more awareness.
- Promote this event to employees in honor of Sodexo Stop Hunger's annual Servathon.



- Team up with your financial services department, a local financial advisor, etc. to hold an informational event with money-saving hacks for students.
- Work with Campus Interns or other students connected to your dining program, so they can share their best tips for maximizing a meal plan, their favorite places to dine on campus, etc.
- Pair the event with your Wheel of Chance, selfie activity or another themed event like a board game night to maximize engagement.

# SHARE THE WEALTH SWEEPSTAKES

## NATIONAL SWEEPSTAKES

During our spring promotion series, students will have a chance to enter our **Share The Wealth Sweepstakes**. Promoting the Sweepstakes and **Monopol-EATS!** simultaneously is a great way to boost engagement with a captive audience.

Nineteen randomly selected national winners will receive:

- A \$500 cash prize (check)
- A \$500 donation in their name to a campus or community food bank of their choice



Students enter the sweepstakes at:  
[www.sharethewealthsweeps.com](http://www.sharethewealthsweeps.com)



Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote your **Monopol-EATS!** event and the **Share The Wealth Sweepstakes**.

### STEP-BY-STEP

The primary responsibility you have for the Sweepstakes is to promote and advertise it throughout the **Monopol-EATS!** promotion period.

1. Display posters, banners and window clings, and distribute all other promotions materials, like our cashier cards with QR codes, that direct students to the Sweepstakes microsite.
2. Post messages, animations, videos and more on your LCD screens and social media platforms.
3. Customers will enter and participate in the Sweepstakes by visiting [www.sharethewealthsweeps.com](http://www.sharethewealthsweeps.com) and submitting their contact information.
4. All winners will be notified in person and announced at the end of the promotion on the specially created microsite.

**DON'T FORGET TO REVIEW THE SPRING 2022 ISSUE OF ENGAGE MAGAZINE—IT HAS LOTS OF SWEEPSTAKES PROMOTION IDEAS!**

### PROMOTION RESOURCES

Visit the **Universities Marketing page** on Sodexo Net to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote your **Monopol-EATS!** event.



SNAPCHAT FILTERS

**NEED TO ORDER ADDITIONAL PRINT MATERIALS?**



Visit Sodexo Print Management by accessing the Universities Marketing page on Sodexo Net.



## STAFF INVOLVEMENT

Happy employees create happy guests. Here are just a few creative ways to motivate your team during **Monopol-EATS!**:

- Showcase the great performers on your team by featuring them on Community Champions posters and counter cards. Create these posters using the employee's photograph, name and title, brief bio and favorite service-oriented quote.
- Before the promotion begins, provide an opportunity for employees to give feedback on the real estate-themed foods you plan to serve. Have them score each dish according to pre-established criteria, like the EAT method (execution, appearance, taste).
- Recognize the top event promoters on your staff. When an employee "goes out of their way" to encourage student participation in the promotion, recognize them with **Monopol-EATS!** cash which they can redeem for prizes at the end of your event.
- Get staff members involved in your event by asking for their suggestions on making the promotion experience even better for your students. They'll be more motivated to deliver an outstanding performance if they know you listen to their voices.
- Invest in a **Monopol-EATS!** themed grand prize that you raffle off at the end of the promotion. Every time you recognize an employee for their contributions to the promotion, (s)he will receive one raffle ticket.

## PROMOTION FEEDBACK

Whether you conduct more formal focus groups or simply have students complete digital surveys, you should use every opportunity you can to gauge student satisfaction with your **Monopol-EATS!** event. Also, please be sure to share your feedback with us.

### ELECTRONIC TOOLS



FEEDBACK NAPKIN INSERT



### Timing

We suggest using the Feedback Napkin Insert at or near the end of the **Monopol-EATS!** promotion and for at least one week after the completion of the entire event.

## MAXIMIZING YOUR PROMOTION

The **Monopol-EATS!** promotion pairs perfectly with other promotions and events from our lineup, like **Big City Bites Chicago**, **BBQ Fun** and **World's Fare**.



Remember to review the spring 2022 issue of **Engage** magazine for additional ideas on how to maximize your promotion!