

# Start-Up Sheet

## PROMOTION OVERVIEW

Delicious dishes and fun activities reflective of the high-spirited '20s are what this throw-back event is all about.

Spring is the ideal time to get your students excited about your resident dining program with a promotion that is full of authentic foods and exciting ideas to engage the campus community. Tell everyone to put on their dancing shoes and pass the upside-down pineapple cake because resident dining is going back in time to the Roaring Twenties! From participating in a fun game of Roaring '20s Trivia to strutting their stuff in the Costume Contest of the Century, students will feel like they are going back in time to a decade filled with groove and glam.

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 **Return Of The '20s** 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 **Return Of The '20s** promotion:

### ROARING TWENTIES TRIVIA

- Challenge students' cultural knowledge of the 1920s with trivia questions ranging from clean flapper slang, to prominent Harlem Renaissance figures, to food from the era that we still enjoy today. Enlist the help of your university's history club (if you have one) or a Campus Intern to help compile the questions.
- Serve themed cuisine, like pineapple upside-down cupcakes, portable Waldorf Salads and more.

### DO THE CHARLESTON

- Hold a "how-to" to learn this popular dance with your campus' dance team or a local expert, then have students compete for prizes.
- Cross-plan this event with our **Cityscapes: Charleston** promotion, and serve healthy, refreshing drinks to keep participants energized.

### SILENT MOVIE MAKER

- Feature a staircase background and black and white props for students to make a 10-15-second silent movie.
- For an added challenge, give students a theme or objective for their silent movie, like promoting healthy dining on campus, encouraging sustainability, etc.
- Ask your campus' audio-visual or tech club to assist with the logistics.

better tomorrow engagement opportunity

### DIVE BACK IN TIME

- Feature petite, beachside hors d'oeuvres like shrimp cocktail, or summer tea sandwiches topped with miniature umbrellas (or parasols!).
- Send out virtual invitations to the event with a "postcards from paradise" theme, encouraging students to show their invites at the door to give a clean, Speakeasy feel to this throwback beach bash.

digital engagement

### HORS D'OEUVRES

... On The Go ...

- Offer students an array of finger foods that they can easily grab and go. Think: petit fours, finger sandwiches, deviled eggs, and Jello-O or fruit cups.
- Serve meat-free and plant-based options whenever possible to reduce our carbon footprint.

### COSTUME CONTEST OF THE CENTURY

- Challenge students to get creative and recreate the luxurious looks of the '20s. Post pictures to your social media channels, and have your campus community vote on who's best dressed.
- Consider cross-planning this event with a clothing drive, asking students to bring new or gently used apparel for an applicable local charity.

community 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 **Return Of The '20s** 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**



Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Sweepstakes Marketing Templates** to promote the **Share The Wealth Sweepstakes**.

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

### STEP-BY-STEP

The primary responsibility you have for the Sweepstakes is to promote and advertise it throughout the **Return Of The '20s** 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** 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.

## 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 **Return Of The '20s** event.



SNAPCHAT FILTERS

### NEED TO ORDER ADDITIONAL PRINT MATERIALS?



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

## STAFF INVOLVEMENT

Motivated employees contribute to greater guest satisfaction. Here are just a few creative ways to motivate your team during **Return Of The '20s**:

- Get your employees in the spirit of your event by asking them to dress up in a costume reflective of the era of jazz and drop waist dresses. Some ideas include felt hats, fur coats, custom tailored suits, "newsboy" or fedora caps, drop waist fringe dresses and beads. Ask your guests to vote for their favorite outfits.
- Before the promotion begins, have staff members sample the dishes you intend to serve and score each food item according to pre-established criteria, like the EAT method (execution, appearance, taste).
- Celebrate the contributions of your employees! When a team member goes above and beyond to ensure the promotion's success, recognize them publicly during daily huddles or a special staff 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 **Return Of The '20s** 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 **Return Of The '20s** event. Also, please be sure to share your feedback with us.

### ELECTRONIC TOOLS



FEEDBACK NAPKIN INSERT

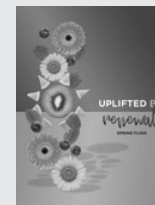


### Timing

We suggest using the Feedback Napkin Insert at or near the end of the **Return Of The '20s** promotion and for at least one week after the completion of the entire event.

## MAXIMIZING YOUR PROMOTION

The **Return Of The '20s** promotion pairs perfectly with other promotions and events from our lineup. Consider running an event from **snacktiME / Treat Me** or **Big City Bites** to add more fun and flare to **Return Of The '20s**, or jazz up a **Spring Fling** or **Mardi Gras** event from our **Holidays & Celebrations** portfolio during **Return Of The '20s**.



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