



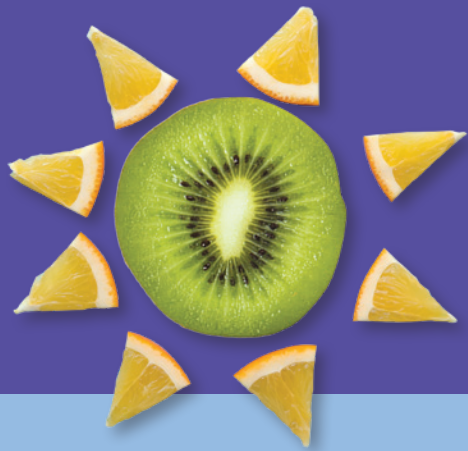
holidays & CELEBRATIONS

SPRING 2022

welcome to sodexo's **HOLIDAYS & CELEBRATIONS MARKETING GUIDE**

This guide provides you with an overview of the available resources you can use to capitalize on various holidays and event celebrations already being advertised and promoted nationally. The portfolio of featured events includes not only traditional holidays but also some university-specific celebrations that you can leverage as part of your overall marketing plan. All promotion materials are customizable, giving you the necessary flexibility to create offers that best fit your individual needs. Best of luck in maximizing your university holidays and event celebrations.





WHY *celebrate* THESE EVENTS?

The featured holidays and event celebrations most likely represent fun times for your customers and are usually well promoted in advance of the targeted dates by national retailers and consumer product companies. Capitalizing on this momentum can help you:

- **REINFORCE** with students the value and appeal of being on a university meal plan.
- **INCREASE** traffic, check average and overall sales in your university retail locations.
- **INCREASE** frequency of visits per customer.
- **INCREASE** customer satisfaction while showcasing the many qualities of your dining program.

target AUDIENCES

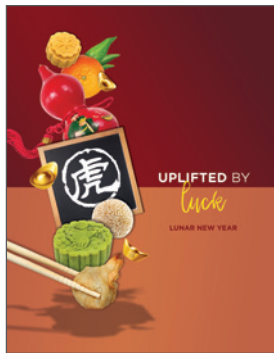
- STUDENTS
- FACULTY & STAFF
- UNIVERSITY VISITORS
- LOCAL CUSTOMERS

TIMING

Please refer to the **MARKETING PLANNER** provided in your promotion kit or the **RESIDENT DINING PROMOTIONS LINK**, accessible from the Universities Marketing page on Sodexo Net, for the recommended timing of the various holidays and event celebrations.

featured HOLIDAYS & CELEBRATIONS

Join in the fun that our “Uplifted By...” campaign will offer throughout every holiday and celebration! Use the “Uplifted By...” message to inspire students to rise by lifting their spirits and the spirits of others.



LUNAR NEW YEAR
FEBRUARY 1, 2022



VALENTINE'S DAY
FEBRUARY 14, 2022



SODEXO EMPLOYEE APPRECIATION WEEK
DATE TBD BY LOCAL UNIT



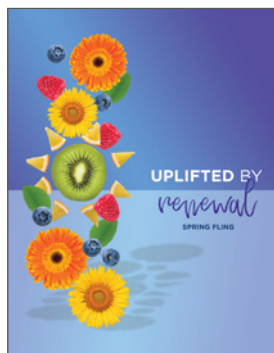
MARDI GRAS
MARCH 1, 2022



NATIONAL NUTRITION MONTH®
MARCH 2022



ST. PATRICK'S DAY
MARCH 17, 2022



SPRING FLING
DATE TBD BY LOCAL UNIT



BBQ FUN
DATE TBD BY LOCAL UNIT



FACULTY & STAFF APPRECIATION DAY
DATE TBD BY LOCAL UNIT



EARTH DAY
APRIL 22, 2022



CINCO DE MAYO
MAY 5, 2022

TOOLS

The holidays and event celebrations in our portfolio include a variety of customizable electronic tools you can use to create awareness and drive participation in your university event. Please refer to the Resident Dining Promotions Link, accessible from the Universities Marketing page on Sodexo Net, to access these tools. See below for a sampling of available support materials.



TIME/DATE POSTER



TIME/DATE POSTER



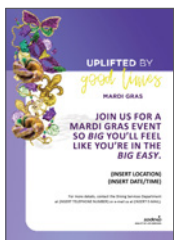
EVENT MINI POSTER



E-BLAST



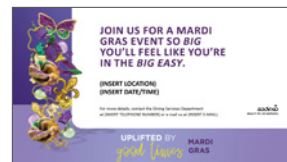
BORDER SHEET



LARGE NAPKIN INSERT



SMALL NAPKIN INSERT



DIGITAL SCREEN

GIVE YOUR EVENTS A boost

Follow these tips to maximize your holidays and event celebrations and capitalize on the excellent marketing opportunities they offer:

- Think retail even in resident dining. Create special holiday goodies for impulse purchase, such as Iced Banana Cake for Spring Fling or Sesame Wonton Chips for Lunar New Year.
- Many of the holidays and event celebrations provide the perfect opportunity to cross-plan other promotions and programs, like Global Tacos & Nachos for Cinco de Mayo, or Big City Bites (New Orleans) for Mardi Gras.

