

# NATIONAL SWEEPSTAKES

## Start-Up Sheet

During our spring promotion series, students will have a chance to enter our **Share The Wealth Sweepstakes**. Promoting the Sweepstakes with **Return Of The '20s** 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**



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** and **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** 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.



### SWEEPSTAKES TIMING

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

### PROMOTION RESOURCES

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

