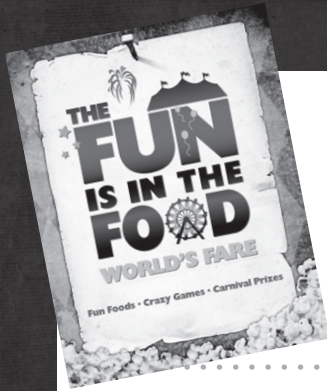




PROMOTION OVERVIEW START-UP SHEET



DESCRIPTION

WORLD'S FARE is an exciting promotion that features all of the elements necessary to engage your customers in a special event where, most definitely, "the fun is in the food"! This promotion comes complete with its own signature menu of delicious foods, a variety of advertising and marketing materials to drive participation as well as a number of unique activities that you can use to make this a truly memorable promotion.

MENU



Highlight your featured **WORLD'S FARE** menu selections throughout your promotion.

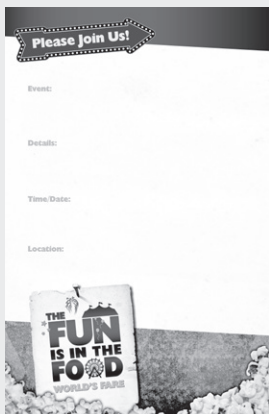
TIMING



The **WORLD'S FARE** promotion can be used as a stand-alone event to augment your annual promotion schedule, or you can use it to enhance one of the core promotions where appropriate.

TOOLS

To help you drive participation in your **WORLD'S FARE** promotion, we have provided a variety of tools which you can customize to fit your account's individual needs. Visit the Universities Marketing page on Sodexo Net to access the Resident Dining Promotions Link and find Additional Promotions Marketing Templates to promote your **WORLD'S FARE** event and encourage student participation and engagement.



TIME/DATE POSTER



8.5 x 11 POSTER



LARGE NAPKIN



SMALL NAPKIN

Small and large napkins are desktop printer friendly (8.5 x 11) this year. Contact Sodexo Print Management (Curtis 1000) to order.

DESKTOP PRINT
LARGE AND SMALL NAPKIN
INSERTS AVAILABLE
ON POD



DIGITAL SCREENS



PROMOTION OVERVIEW START-UP SHEET

ACTIVITIES

To engage your customers in your **WORLD'S FARE** promotion, we have developed four (4) exciting activities for you to use individually or all together as part of an overall promotional event. To access individual Quick Start Sheets for each of the following activities, please visit the Universities Marketing page on Sodexo Net to access the Resident Dining Promotions Link and find Additional Promotions Marketing Templates.

THE FOUR FEATURED ACTIVITIES INCLUDE:



**Around The World
Teach & Treat**

Around The World Teach & Treat: This Around The World Teach & Treat event is designed to be an educational experience for your customers both through the samples of different foods they eat and the mini cooking lessons they learn along the way. While you can highlight the cuisines of any countries that you wish, we recommend for this event you feature the countries of Mexico, Japan, Italy, Spain and the United States.



World's Fair

World's Fair: This World's Fair event is designed to add excitement to your promotion by uniquely blending a variety of fun and engaging fair and carnival games with popular international cuisine. While you can feature any cuisine you wish, for this particular event, we recommend the cuisines of Mexico, China, Italy, the United Kingdom and the United States.



**Lucky Chance
Bingo**

Lucky Chance Bingo: BINGO is one of America's iconic fair and carnival games, and it will serve as a fun way to get customers involved in your **WORLD'S FARE** event while eating their meals.



Eat It Up

Eat It Up: This fun Jell-O® eating contest invites students to eat as much Jell-O® as they can and as fast as they can in a specified time period.