Late Night Snack Photo Contest!

Snap a Picture of a #FTSnack!

Kick the year off with a bang and energize your campaign! Join us **September 16th thru 27th** to promote Ben & Jerry's partnership with Fair Trade Colleges & Universities.

The Photo Contest

Swap ice cream for photos! Take as many fun and engaging photos of people eating ice cream and/or with the Late Night Snack cut-out over a period from September 16th to 27th for a chance to win **free Ben & Jerry's Ice Cream for a year**!

How to Enter

Your campaign has **two weeks** (Sept. 16-27th) to submit photos to Fair Trade Campaigns Social Media Platforms.

1. **Take photos** of as many people with ice cream and/or Late Night Snack cut-outs as you can

2. **Post & Tag** photos to social media (Facebook, Twitter, Instagram, Tumblr) using the **#FTSnack** hashtag

3. **Caption** your photo with your Campaign name

4. **Win** awesome prizes! Winners will be announced by October 1st.

Bonus: You can also take and include photos from Orientation – a great way to recruit members for your campaign!

Note: Feel free to take photos if you host events before the contest, simply make sure you only begin posting during the contest (September 16-27th).

Prizes

- **Grand Prize –** to the campaign that captures the most people in their submitted photos
    - <u>**A Year's Worth of Ben & Jerry's**</u> for your campaign's events!
- **2nd and 3rd Place**
    - Prize packs from Ben & Jerry's
- **Plus! –** Most fun/unique photo
    - 3 Fun & Unique photos will be selected for a 'like' contest on Facebook.
    - The photo with the most 'likes' wins a Skype session for their campaign with a Fair Trade Farmer

Rules

- Must tag all photo entries with the **#FTSnack** hashtag
- Tag @FT Campaigns in your photos
- Caption photos with your campaign name
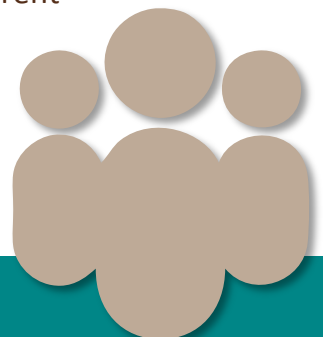- Submissions will automatically be entered for all prize categories

Tips

- **Partner with existing events**: research what's happening on campus and offer to help organize/boost attendance in exchange for incorporation into their event.
- **Set up in High-Traffic Areas:** Set up a table with samples, a photo booth, and draw attention in a creative fashion – time to bring out those banana suits!
- **Expand your Scope** - Connect with and involve your favorite staff, faculty, administration, and food service providers to allow them an easy way to get involved with Fair Trade. This is a great way to begin building those important relationships!
- **Host an event**: If you live in an area near a Ben & Jerry's Scoop Shop, reach out and ask for an Ice Cream donation (or truck visit) to help spread the word. If you **don't** live near a Scoop Shop then contact National Organizer Parker Townley and you will be mailed coupons to help reduce costs (pints can be purchased at many different locations). <u>If you can't get ice cream:</u> use the cut outs below!

Did you Know?
Proceeds from Ben & Jerry's 'Late Night Snack' go directly to Fair Trade Colleges & Universities. These funds go to support student groups as they raise awareness and increase Fair Trade product availability on campus.

Pictured above: Ben & Jerry with Jimmy Fallon during the reveal for Late Night Snack.

Resources:

- **How to: Create a Facebook/Twitter Page**

- **How to: Guide for using the #FTSnack hashtag and posting photos**

- **Reach out: Ben & Jerry's Scoop Shop Finder**

- **Learn and Share: Ben & Jerry's Flavor Stories** (video about Late Night Snack)

- **Late Night Snack Cut-out:**

Free Ice Cream: Ben & Jerry's has generously donated coupons redeemable for pints of Late Night Snack at scoop shops or retail locations (grocery stores). **To take advantage of this opportunity:** email National Organizer Parker Townley with an outline of your strategy for the photo contest by **September 2nd** and we'll send coupons for your efforts!

Can't find Ice Cream?

No Problem! Cut around this image and take pictures with this cut-out!