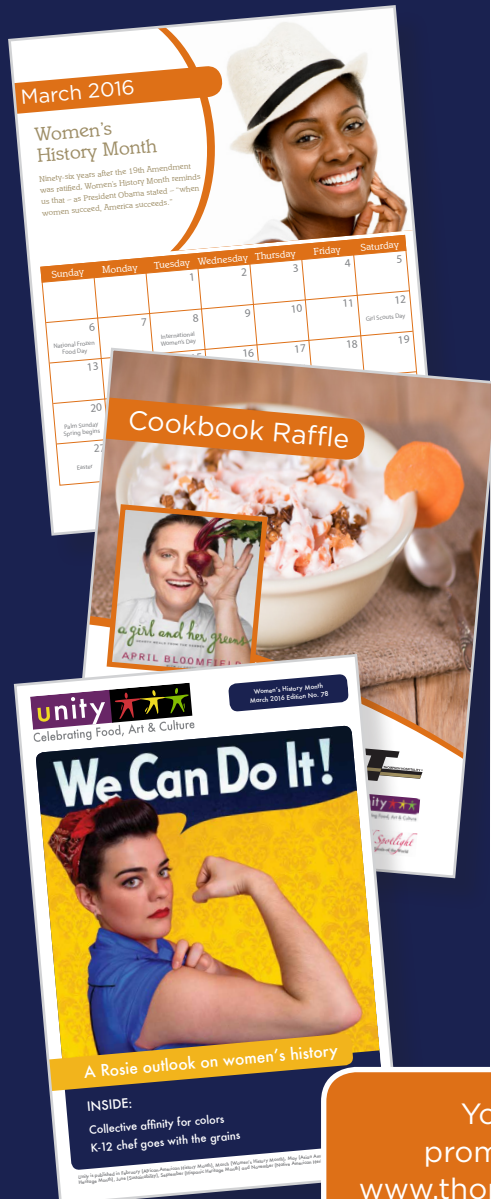


# Promotional Material Standards

Not sure how to convey the Thompson Hospitality partnership in your dining center to your customers?

Here's a handy reference for our marketing tools that enhance brand recognition.



# Compass Group and Thompson Hospitality Joint Venture Guidelines

## Diversity/Cultural Promotional Material for Display

Items in **bold** are required to be displayed each month.

- **Thompson Hospitality and Compass Group's partnership flyer or poster**
- **Entry Sign (letter-size flyer)**
- **Cultural Calendar**
- **Cookbook for Raffle, sign, basket and tickets**
- **Guess Who (customer engagement, trivia fun)**
- **Unity magazine (cultural publication)**
- **Chef Spotlight recipes**
- **Feature 1 TH recipe monthly in menu cycle**
- Cultural/educational fun facts (digital slides)
- Cultural Catering Menus (quarterly)
- Café Thompson internal brand concept (4-week cycle) recipes
- TH retail brand consideration

## Operations

Items in **bold** are required to be implemented.

- **Team member nametags with dual logo**
- **TH logo on salaried chef coats (on sleeve)**
- **Co-branded business cards**
- **Joint telephone voicemail prompt to include Thompson and Compass**
- **Tier 1 and Tier 2 diverse spend reporting to clients**
- **Diversity and inclusion key message (mycompass>HR>diversity)**
- **Foster minority business enterprise (MBE) development**
- Community engagement and affinity committee involvement
- Quarterly business review attendance and other relevant meetings
- Matchmaking between clients and HBCU Institutions
- Access to TH Joint Venture website
- Monthly email blasts of promotional materials

You can download promotional material at [www.thompsonhospitalityjv.com](http://www.thompsonhospitalityjv.com)

