

# 4 Week

# TIP SHEET

# ADULT / CHILD LEAGUE

<b>Objective</b>	Expose new customers to a short session adult / child league program
<b>Program</b>	Bowling, shoe rental, coaching, food & beverage specials
<b>Pricing</b>	Suggest flat fee such as \$49.95 one time payment
<b>Target</b>	Youth 15 & under - Kids Bowl Free® members
<b>Media</b>	In center sales, direct mail postcards, email database, telemarket Kids Bowl Free® Family Pass Holders
<b>Promotional Steps</b>	Make PA announcements before standard league play and all open bowling sessions - hand out flyers and \$10.00 off coupons to birthday party attendees.
<b>Best Time to Run Program</b>	Monday evenings @ 6pm (summer) Sunday afternoons or morning (when school is in session)
<b>Special Note</b>	League is designed to expose new or beginners to league bowling. Instructions are added value. Keep in mind these are new bowlers and need bowling etiquette and safety tips explained to them.  Postcards and posters shown in “Program Elements” displayed in color will also print in black & white using the color sample.