

# LET'S GO BOWLO!

## TIP SHEET

B O W L O				
01	51	05	47	92
18	64	13	55	08
24	73	FREE SPACE	69	14
37	88	26	71	20
40	96	33	84	34

VALID ONLY WITH DATE STAMP

**DIES NIGHT OUT LADIES NIGHT OUT LADIES NIGHT**

### **OBJECTIVE**

To develop a fun alternative to the bar scene where ladies can socialize in a safe environment

### **PROGRAM**

3 Games of Bowlo Bowling includes 4 Bowlo cards, use of bowling shoes and drink specials

### **PRICING**

Example: \$12.00 entry - \$8.00 lineage, \$3.00 prizes, \$1.00 progressive jackpot

### **TARGET**

Females 21 & up, primarily moms from your Kids Bowl Free® database and current customers

### **PROMOTIONAL TIPS**

In-center sales, direct mail and telemarket the Kids Bowl Free® database, Facebook and e-newsletters. Offer \$25.00 restaurant.com gift cards for groups of 6 or more.

### **BEST TIME**

Weeknights after 8pm

### **NOTES**

Have fun employees working Bowlo. Drink specials, munchies and “their” music adds to the fun!

Bowlo Bingo may not be legal in your state. It is recommended that you investigate before you offer this program.

Postcards and posters shown in “Program Elements” displayed in color will also print in black & white using the color sample.