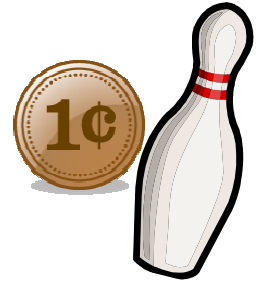


Penny A Pin



OBJECTIVE: Generate additional open play revenue among your current league bowlers and open play customers.

PROGRAM: Penny A Pin has a perceived high value and is a low cost option for “open bowling”. Use \$25 Restaurant.com gift card for your monthly drawings.

NOTE: Shoe rental is additional

TARGET: The target market is your current league bowlers, families and casual open play customers who are looking for good value entertainment options.

BEST TIME TO RUN THE PROGRAM:

The best time to run Penny A Pin is during 2nd shift weeknight times, Sunday evening or during a difficult daytime opening. This should be a consistent offering.

PROMOTIONAL:

- **Customize and copy the 8 ½ x 11 flyer. Distribute to adults and youth bowlers in your center.**
- **Customize several 11 x 17 posters and display in a prominent place in your center.**
- **Run a ¼ page ad in the local or entertainment section of your neighborhood newspaper.**
- **Customize, print & email postcard to your current database.**
- **Email to adults in your database**
- **Make P.A. announcements before standard league play and during open bowling.**

NOTE:

Before you market Penny A Pin, determine who your target is then decide on your day/time. Families with children are more inclined to respond to a early Saturday/Sunday while adults or college age market will respond to a second shift offer. Consider a game limit per person as you may experience a waiting list.