



# Quartermania



## CENTER TIP SHEET



### *Objective*

Generate additional open play lineage and revenue during days and times when a big traffic boost is needed.

### *Components*

Bowling, shoe rentals, soft drinks and hot dogs for a quarter.

### *Pricing*

- Quartermania prices each item in the program at 25¢ (ie - bowling games, shoe rentals, soft drinks, draft beer and food items) plus there is a cover charge per person to enjoy 25¢ pricing.
- Suggested cover charge: \$5.00 - \$8.00.

### *Target Market*

- Family Quartermania target families with children looking for a high value low cost recreation opportunity.

### *Promotional Steps*

- Customize and copy the 8-1/2" x 11" flyer.
- Distribute the flyers to current league bowlers and open play customers.
- Customize and print postcards. Mail postcards to adults in your database.
- Email blast to database.
- Make P.A. announcements before standard league play & during open play.
- Give each participant a bounce back coupon for their next visit.

### *Note*

- Make sure you collect data of every customer to build your database for future promotional use.
- The best time to run "Family" Quartermania is Saturday or Sunday from 9am - 5pm focusing on a day when you have a high degree of lane availability.
- This promotion can be implemented as an ongoing program with no seasonality.

