

TAKE 5 "HOW TO"



The "Take 5" program is designed to introduce boys and girls of all abilities to the sport of team bowling in a fun environment. The goal of the completion of the program is to graduate them to a more structured program. ie – Adult/Child, Learn-To-Bowl-Better class, standard youth league.

OFFER

"Take 5" is a five week program where two bowlers equal a team. Fun format in which bowlers alternate every frame (Baker style) to complete 4 games.

PROGRAM FEE

\$25.00 for youth bowlers that were registered in our Kids Bowl Free® program. Fee includes free use of all the equipment including shoes.

BEST TIME

Weekdays after school 3:30pm or 4:00pm start time. Each session will take about 1-1/2 hours. You may consider offering a weekend late morning time also.

HOW TO

Conduct a staff meeting to review the program. All employees need to understand the objectives of this program. Start your marketing campaign 30 days before the scheduled start date.

MARKETING

Conduct a staff meeting and assign members of your staff to be responsible for the execution of the following marketing steps:

Flyers: Customize, print and display in a prominent location 30 to 40 days prior

Postcards: Customize, print and mail to your KBF database 30 days prior to start

E-mail: Complete marketing assistance form and fax back to the KBF office at 239-389-6415

Monitor Ad: Upload to automatic scoring – Ad provided by BBBI/KBF

Facebook Ad: Post on your center's Facebook page and boost your post. See the Facebook help page for details

Website: Post on your site along with registration information

Certificate: Customize and print on parchment paper to be awarded at completion of program

5 Free Game Pass: Customize, print and distribute at the completion of the program

NOTE

Having adequate supervision is important to the success. The majority of participants have only "open bowled". Take 5 is team bowling where players alternate frames to complete 4 team games. Instructions on the basics, bowling etiquette, safety, grip and stance will add value and nurture a relationship. Be prepared with marketing materials for future programs at your center. Rolling customers into another program will assure continued participation.