

# TEEN NIGHT

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| <b>OBJECTIVE</b>          | Generate open play lineage and revenue during summer months when lanes are available - some centers adapt to their fall and winter schedule                             |
| <b>PROGRAM COMPONENTS</b> | Bowling, shoe rental, soft drink & food specials, “their” music, pizza by the slice contest & prizes, staff members with the proper attitude                            |
| <b>PRICING</b>            | Depending on your market<br>\$7.00 - \$10.00 per person / per session   |
| <b>TARGET MARKET</b>      | 15 & under  |
| <b>MEDIA</b>              | Facebook, Twitter, You Tube, e-mail newsletter, postcards, copy & distribute flyers in center, in-center posters  |
| <b>MESSAGE</b>            | Promoting a “safe”, kids only activity, in a non-alcohol & smoke-free environment   |
| <b>PROMOTIONAL</b>        | Use KBF database to direct mail postcard explaining program to parents, free passes to KBF members, bounce back coupons, use colored pins/prizes/karaoke - keep it fun! |
| <b>SPECIAL NOTE</b>       | Inform kids to have parents register them for Kids Bowl Free® (if not already registered)   |