

# trick or treat?



## TIP SHEET

## THEMED ADULT / CHILD “ONCE A MONTH” FAMILY TOURNAMENT

### **OBJECTIVE**

To develop a “once a month” themed family tournament.  
November - “Turkey Time”  
December - “Jingle Bells”  
January - “Super Bowl”  
Develop and promote for every month

### **PROGRAM**

4 Games of alternate shot (scotch doubles) games.  
Game 1 & 3 adult bowls first and child attempts spare, games 2 & 4 child bowls first and adult attempts spare.

### **PRICING**

\$12.00 - \$15.00 per team

### **TARGET**

Adult bowlers (parents & grandparents),  
kids 15 & under

### **PROMO TIPS**

Facebook, Twitter, e-newsletter, direct mail,  
in-center sales

### **BEST TIME**

Saturday & Sunday afternoons or when  
children and parents are on a holiday break

### **NOTES**

Make the event “fun” - have special prizes for those who “dressed up”. Take plenty of pictures and post on your Facebook page.

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

