



# BE A KID WITH YOUR KID!



## CENTER TIPS

### A PROGRAM YOU SHOULD CONSIDER RUNNING THIS SUMMER DURING YOUR KIDS BOWL FREE® PROGRAM

#### BE A KID WITH YOUR KID 4 WEEK ADULT/CHILD LEAGUE

The Be A Kid With Your Kid Program is designed to introduce adults and children to team competition in a fun family environment. The ultimate goal is to offer several 4 week programs over the summer and to have several prospects to market a more structured adult/child program in the fall. Weekly coaching on the basics is vital to the success of your league.

**OFFER:** Free 4 week adult child league where participants use their KBF coupons to cover the bowling fees. If the adult didn't purchase a family pass they will pay a program fee of \$19.95.

**BEST TIME:** Early evenings on week nights and late morning to early afternoon on the weekends.

**MARKETING:** Conduct a staff meeting to review the program. Everyone needs to understand the objective of this program. Start your marketing program 21 – 30 days before the scheduled start date.

**FLYERS:** Customize, print and distribute throughout the center. Every adult that visits your center should receive a flyer and invitation to join one of your trial leagues.

**POSTCARDS:** Customize print and mail to your KBF database.

**EMAIL:** Email your KBF database.

**TELEMARKET:** Courtesy follow up calls to the adults 5 days after postcards are mailed.

**MONITOR AD:** Upload to automatic scoring. Ad is provided by BBBI/KBF.

**FACEBOOK:** Post league information on your centers page and "boost your post" for max exposure.

**CERTIFICATE:** Customize and print on parchment paper to be presented to all the children at the completion of program.

**NOTE:** Having adequate supervision is important to the success of the program. The majority of the participants have only "open" bowled. Instructions on bowling basics, etiquette, safety, grip and stance will help develop a relationship with these trial customers.

Take this opportunity to market your fall programs to these families. We strongly suggest a short session 6-8 week adult/child that bowls every other week or a short session youth league with additional instructions.

To access all the customizable elements of this promotion go to:  
[www.kidsbowlfreecenters.com/promoitems](http://www.kidsbowlfreecenters.com/promoitems)