

CENTER TIPS



Leagues Designed To Follow The KBF Bowling League Camp

PURPOSE: To continue to show the many kids that participated in the KBF Bowling League Camp the huge difference between just “going bowling” and the fun competition and excitement of being on a team in a league setting, establishing an average as well as learning how to bowl better and knock down more pins. In this 8 session league there is a bowling fee charged by the center.

OFFER: 8 session youth bowling league with coaching where participants bowl 2 games each session plus receive an 8 Free game practice pass.

HOW IT WORKS: We recommend 2 days a week for 4 weeks or once a week for 8 consecutive weeks. Offer a number of different leagues rather than just one. Consider “Flex” scheduling to accommodate busy lifestyles.

PRICE TO CUSTOMER: Over \$120 value for only \$49.95. Pay per session option should be available.

Condition for use of the 8 Free games pass, included as part of the offer: Kids can redeem 1 free game prior to or after each league session.

MARKETING TOOLS: BBBI will provide marketing materials, program tips and other marketing support. Always check the leads of customers showing interest in youth league information that you can find in your prior BBBI surveys of your KBF data (located on your dashboard page under the “Survey Results” tab).

Materials you will receive via your dashboard page to work with: Customizable program flyer , 8 Free Game Pass, sign up forms and report form. 100 4 x 6 promo cards for in-center use will be mailed to your center.

All marketing materials can be found on your KBF Center Dashboard page located at:
www.kidsbowlfree.com/dashboard (use your KBF center password)

- To download your league flyers and other marketing materials click on the “promos items” tab
- To view and download leads from the Bowling Camp survey results click on “Survey Results” tab, click on Bowling Camp and download report. Be mindful that every adult represents 2+ children.
- The survey report is a CSV file and can be easily converted into a mailing label. Copy and paste this link in your browser for instructions: <http://www.computerhope.com/issues/ch001354.htm>

LEAGUE RULES: We suggest you follow your established youth league format.

It's important to continue to offer your “Free” Youth Bowling Camp in September and October and follow up each with the Team Up USA / Canada youth league offer.

QUESTIONS?? - Email Andy at andy.vasko@kidsbowlfree.com or call **1-877-841-4590**