

## National Family Bowling Month

BBBI/KBF has created and registered the month of November as National Family Bowling Month.

This special event is designed to give you a promotion to use to create a bonus business where and when you need it. We recommend the \$5.00 off a \$20.00 bowling purchase as your offer. The direct mail component will reinforce the emails.

BBBI will provide your center with a banner, customizable flyer art, poster art, postcards an animated video that can play on scoring monitors, laptops, emailed to any additional database.

### Marketing;

BBBI/KBF will email the animated video to each center's 2019 KBF database several times before the start date and during the month.

BBBI/KBF will format (mailing labels) and email the file for ease of printing.

Customize print and display the posters and flyers throughout the center.

Make P.A. announcements before standard league play and during open play sessions.

Direct mail 100 or more postcards every Monday

and schedule Facebook ads using the animated video.

Every employee should understand and be able to answer questions regarding NFBM. Post days and times that the special is available.

Play the video on your monitors. Consider having a multi-media screen or television behind the control counter with the video playing continuously.

### Suggested Offers;

BOGO, \$2.00 games, Purchase 1 hour receive 30 additional minutes free.

Kid bowls free with an adult bowling purchase.

Quarter mania, Penny a Pin

Play Bowlzerk (refer to your KBF dashboard for elements)