

Host center

Fun Rollin' Family Bowling League (FRFB)

How To Operate

BBBI has built the online bowler recruitment system and is conducting the marketing designed to deliver new bowlers to your center...your role is to conduct the organizational session which is known to the bowlers as "The Warm Up Fun Session" and to provide a great experience each session thereafter. Working together we hope to see a substantial increase in league customers and revenues for your center. We anticipate we can help your centers floor multiple leagues over many months once positive word of mouth is built and spread.

IMPORTANT! Have you appointed your FRFB Host yet? If you want to see your FRFB bowlers grow in number and if your goal is to floor leagues year-round, you need a friendly host to ensure your bowlers have a great time each session. Let the center's FRFB Host know that he/she is welcome to contact BBBI with any questions about how best to execute this league. They can call 1-800-720-0410 or email andy.vasko@kidsbowlfree.com for assistance.

New Bowlers

Center management should anticipate many "new to league bowling" participants, so being organized and "hands-on" must be prioritized. Bowlers should not be left alone to do their own thing. The Host should also help players get their rental shoes, find a proper house ball and get

properly situated in their bowling area. As a reminder, there is no cost to the bowling center for the use of BBBI's league format, rules, website, coaching or for BBBI's marketing of the league (RFFB). BBBI costs will be recovered in part from the \$29.95/team registration fee that will cover the participation fee for each team member in **The Warm Up Fun Session**. BBBI will earn a commission of \$10 per bowler once the leagues have completed week 2 of competition (see FRFB Form 1) All teams will pay the registration fee even though some teams that are "late to sign up" will be enjoying their **Warm Up Fun Session** at a time different from the majority of the teams (such teams to schedule session with the center).

In preparation for the first night of bowling: **The Warm Up Fun Session**

1. The Host should personally call and email all league members to remind them of **The Warm Up Fun Session**. During the meeting at the start of **The Warm Up Fun Session**, identify the teams that want to be on the same lane (to properly time bowling sessions there will be 2-Two person teams assigned per lane) and people from the same social groups may want to be assigned adjacent lanes. Once you take note of teams and groups that want to be together and assign them their lanes, inform them that they will bowl on the same lane for every session. Keeping social groups together is important. Make sure each team understands how you expect the session fees to be paid. Provide a schedule of future league bowling dates to each team during **The Warm Up Fun Session**.

2. **IMPORTANT: The Warm Up Fun Session** is critical. It will ensure you get started on the right foot, and it provides the opportunity to recruit additional members if needed. The session should provide all the fun of the upcoming sessions (stopping bowling to announce team scores from “the bottom up” after the first game each session creates lots of interest and cheers). Make sure you review all the rules so you can adequately explain them at **The Warm Up Fun Session**. Have a copy of the rules for each team captain. **The Warm Up Fun Session** will have been paid in advance online to BBBI.
3. It is essential to introduce the Host and staff to the league players.
4. Explain the “Nine Pin No Tap – E-Z Strike bowling format. All games are bowled on 1 lane. Also remind the bowlers that they will use the same lane each session for the duration of the league.
5. Explain how the youth bowlers may win sticker patches for Beating Their Parent, Getting A 10 Pin Strike and/or Converting A Split. Make a big deal PA announcement When presenting the stickers....call the youth bowler up to get his or her award....bowlers may win unlimited amounts of each sticker.
6. There will be no averages established. Teams will use the scores they bowl to earn points each session for the number of teams they beat each game. Teams get one point each game just for showing up plus a point for each team they beat in an individual game. No points for total pins.

It raises the fun level if management announces the scores in reverse order after the first game each session in a “Stop Bowling For An Update” fun fashion.

It is important to meet with your staff to “*think outside the league bowling box*” and make the experience for these customers really great.

Music, contests, session dress themes.....give them a fun atmosphere and experience and watch them sign up quickly for additional sessions.

Post action photos online and encourage people to comment. Share any success stories, results, and/or adaptations to the fun you or your customers experience with BBBI so that we may pass along to other center operators the good news.

Creating a “Online Volunteer Salesforce” to help build your leagues works best when there is a formal referral program in place. BBBI has built a formal referral system through which those people attracted to the league offer can easily refer the league opportunity to friends and family. The referral system will also help the center staff identify social groups that would like to bowl near each other. To make a referral program work well, a contest and prizes are needed. BBBI will conduct the refferal contest and award everyone that refers at least one signup with a gift. The host center will provide a single main refferal prize per league (the one league member that refers the most sign-ups) of a \$50 Game Card/ Gift Card or credit from the center.

Remember.....this is a new bowling format, and some unexpected situations may occur. Contact BBBI for help if you encounter any issues.

Thank you, and best of luck in creating new customers and fresh revenues!