

## 2023 KBF Membership and Marketing Checklist

### Basic Membership

☐ Membership 17 lanes or more... \$799.00

☐ Membership 16 lanes or less... \$699.00

☒ KBF Tools Kit – **Included**

☒ Birthday Marketing System- **Included**

N/C

N/C

### Registration Boosting Options

☐ Customized KBF Promo Cards

☐ 1000 (\$175) ☐ 5000 (\$295) ☐ Additional (By Quote)

☐ KBF Marketing Kit

☐ Size A (\$99) ☐ Size B (\$149)

☐ Facebook Plus Matching Program

Amount To Be Matched:

### Outstanding New-Members-Only Automated Marketing System

☐ "Big Days" Customer Appreciation System - Great for all ages (\$299 KBF)

CENTER NAME # LANES TODAY'S DATE

CENTER ADDRESS CITY STATE / PROVIDENCE ZIP / POSTAL CODE

MAILING ADDRESS CITY STATE / PROVIDENCE ZIP / POSTAL CODE

CENTER REPRESENTATIVE #1 CELL EMAIL

CENTER REPRESENTATIVE #2 CELL EMAIL

CENTER PHONE

Payment Options: ☐ AM EX ☐ Visa ☐ MC ☐ Discover

CC# - - - - - - - - - -

Exp. Date: - - - - - Sec Code: - - - - -

Billing Address: - - - - -

SUBTOTAL

SALES TAX (IF APPL)

LESS BBBI SUBSIDY

SHIPPING

TOTAL DUE

©2022 BBBI 220925

OFFICE USE ONLY

ALLEY ID:

N:

P:

# KIDS BOWL FREE®

The best  
bowling marketing program ever...

JUST GOT BETTER!

# 2023

## 2022 was a Great Year for KBF Centers!

(Record registrations and revenue for many)

2022 was a successful year due in large part to program innovations and marketing investments by BBBI.

**Over \$400,000** was spent by BBBI on our special online marketing system. This investment significantly helped deliver KBF sign-ups and traffic for member centers.

### Additional Support:

- "KBF on Mobile" sign-up and coupon delivery options
- The KBF app adding convenience for center customers
- New POS and online marketing tools for center's use
- Enhanced automatic birthday party marketing system

## ...and new for 2023

## KBF Internet Influencer Program

BBBI is signing up Internet Influencers, mostly mommy bloggers, to help tell the Kids Bowl Free story to thousands of families.

**Over 7200 Influencers signed up to date for 2023!**



# For centers that sign up now...

BBBI/KBF is going to continue its post COVID online marketing investment that has been creating a strong uptick in KBF signups even in areas where promo card distribution is difficult or prohibited. Also, the BBBI/KBF effort has provided participating centers with significant savings in marketing KBF to their communities.

**PLUS** centers that sign up for 2023 now get our new enhanced birthday party marketing system free as part of their membership. The system delivers parents interested in birthday parties directly to you for booking!

**AND** centers that sign up now also get a KBF tools package that includes 500 new style KBF promo cards with a QR code at no extra cost.

**ONLY \$799.00 for 2023 Kids Bowl Free Membership**

Additional services include:

- Youth emails 2-3 times a year at your option
- Optional national and school holiday coupon delivery
- 2 customer surveys a year - leads for leagues, events, staffing

**AND free membership in our Fun Bowling Leagues program**  
(\$697.00 to non-KBF centers)

GREAT MARKETING ASSISTANCE!

**2023 KIDS BOWL FREE™**

**GET SIGNED UP TODAY! 1-877-841-4590**  
**Andy.Vasko@KidsBowlFree.com**

## Additional BBBI marketing tools available:

### Custom Kids Bowl Free Promo Cards

Your center's 2023 basic KBF membership includes 500 3" x 3.25" non-custom KBF promo cards. Centers that want custom cards with their center's info and custom QR code on them can order them from their representative.

- ☐ 1000 customized KBF promo cards... \$175.00 (plus shipping)
- ☐ 5000 customized KBF promo cards... \$295.00 (plus shipping)

For quantities over 5000, contact your KBF representative for pricing

QTY:

## Facebook Plus Matching Program

**BBBI's Facebook plus matching program** is a proven way to boost KBF registrations. Once you decide how much you would like to invest to supercharge your program, BBBI matches the amount and does all the work to employ an online marketing strategy that involves Facebook techniques and other online marketing. Reports of results included.

AMT TO MATCH:

## New! "Big Days" Customer Appreciation System

This is a dynamic new system sure to provide big benefits for your center. Customers of all ages are enrolled into a birthday club for your center, then the system automatically sends out a birthday greeting along with a gift (of your choice) to be redeemed at the center. After the customer redeems the offer, an e-mail goes to them thanking them for the visit and offering them a comment box to reply to you about their visit. In addition, the system repeats for each customer's half birthday six months later. Very effective... great product!

- ☐ \$499.00/year non-KBF centers
- ☐ \$299.00/year KBF centers
- ☐ Pay by 12/31/22, pay only \$199.00/year

PACKAGE COST: