

**WELCOME TO KIDS BOWL FREE 2026!**



**PROGRAM QUICK TIPS**

**BEST PRACTICES & STEPS TO GET MAXIMUM RESULTS!**



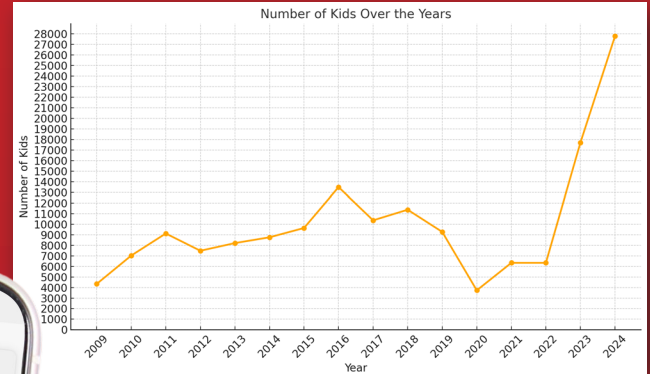
**GET KIDS BOWL FREE  
CENTER SUPPORT  
BY CALLING US AT 877-841-4590**

# GET UP TO \$1,500.00 IN FREE DIGITAL AD MATCH DOLLARS TO GROW YOUR PROGRAM IN 2025 TO HELP YOUR CENTER HAVE A RECORD KIDS BOWL FREE REGISTRATION THIS SUMMER.

We deliver highly targeted ads at the most likely families in your community to participate in the Kids Bowl Free program, and we can do it **FAST** and **EFFECTIVELY**.



Look at the incredible growth for a group of centers that has participated with us for 15+ years! Over the last 2 years from 6,000 participating kids to more than 28,000 kids, and more than double their best years prior to the pandemic. As schools have become more difficult to get printed cards into, and centers are short of staff members to deliver cards to schools, our digital ad match program has delivered even better results for centers.



## FAST & EASY WAY TO GROW YOUR PROGRAM BY 100 OR MORE FAMILIES!

Take Advantage Of Our Kids Bowl Free Digital Ad Match Program. We'll deploy digital ads on various platforms, including Facebook, Instagram, TikTok, and more, targeting the most likely families in your community to join Kids Bowl Free.

Here's the best part: we'll invest in your center's Kids Bowl Free digital ads, too!

**To Learn Every Detail Of The Digital Ad Match Program,  
Take Time To Watch Darin Explain The Program Via Video.**

**Claim Your Ad Match Dollars Today, Give Us A Call At 877-841-4590**



# WELCOME TO KIDS BOWL FREE 2026!

We're excited that your center has joined us for Kids Bowl Free 2026. This year, we have a number of new and exciting things happening, and before we share the quick tips and best practices for the program, we'd like to share with you some of the exciting updates and additions to the program for this year.

During the summer of 2025, together we registered more than 3.65 million kids, which is a record. **This summer, we're aiming to cross 4 million participating kids.**

## DIGITAL AD MATCH BONUS BUCKS!

For the past 3 years, we've offered the Digital Ad Match program. Coming out of the pandemic in 2020 and 2021, a number of issues cropped up that made it more difficult to get wide distribution of the printed Kids Bowl Free informational cards to schools.

That's when we took action to create a very effective and efficient way to grow Kids Bowl Free registrations, and the Digital Ad Match program was born.

During the Fall of 2025 at our annual Kids Bowl Free wrap-up meeting, we did a deep dive into centers that have participated in the program vs. those who have not. What we uncovered was a BIG difference in registrations.

Since 2021, with the implementation of the digital ad program, we've grown the number of participating kids by big # s. For perspective, in 2019, we had about 2.3 million participating kids, across slightly more locations than in 2025, when we registered 3.65 million participating kids!

Each year since 2020, our number of participating centers has slowly crept back to 2019 numbers, while the number of kids has exploded, growing by nearly 50% and the digital ad match program is the BIG reason why.

In 2026, we're going to take the program a step further. If you **participate in the Digital Ad Match program and have your center registration page open on or before March 1, 2026, you'll receive an additional \$250 in digital ads, paid for by BBBI!**

**YOUR CENTER INVESTS**  
**\$250**

We'll Match It With \$250!

**+ an additional \$250**  
**if your page is**  
**open on 3/1!**

**YOUR CENTER INVESTS**  
**\$500**

We'll Match It With \$750!

**+ an additional \$250 if your**  
**page is open on 3/1!**

**Most Popular**

**YOUR CENTER INVESTS**  
**\$1,000**

We'll Match It With \$1,500!

**+ an additional \$250 if your**  
**page is open on 3/1!**

**Wise For Larger Centers**  
**In Highly Populated**  
**Communities**

**Learn More About The Digital Ad Match program at**  
**[www.KidsBowlFreeCenters.com/admatch](http://www.KidsBowlFreeCenters.com/admatch)**



Need More Kids Bowl Free Marketing Help? Give Us a call at 877-841-4590 or visit [www.KidsBowlFree.com/center-report.php](http://www.KidsBowlFree.com/center-report.php) and log into your account to view the marketing tools dashboard.

## KID BOWL FREE KICK OFF MODULE!



We've long wanted to create a Kids Bowl Free kick-off event, perhaps one that even runs the same day for all centers around the country. Unfortunately, there are so many different factors that going into trying to coordinate a one day, nationwide / worldwide kick off that we just weren't able to figure it out.

In May of 2025, we hosted a kick-off event at four locations across the country to test this module and capture high-quality video footage for new marketing assets.

These events were a big success, including getting on local TV at one of the events and selling out each event. We also strategically scheduled them near the dinner hour, so families would come and spend money on Food and Beverage. As Darin attended these events, it became very apparent that these events should be held at as many Kids Bowl Free locations as possible.

We're developing a Kids Bowl Free module for your center to host your own Kids Bowl Free kick-off event, near the starting date of your program, to let your community know the program is available and to stir up activity with local influencers and media.

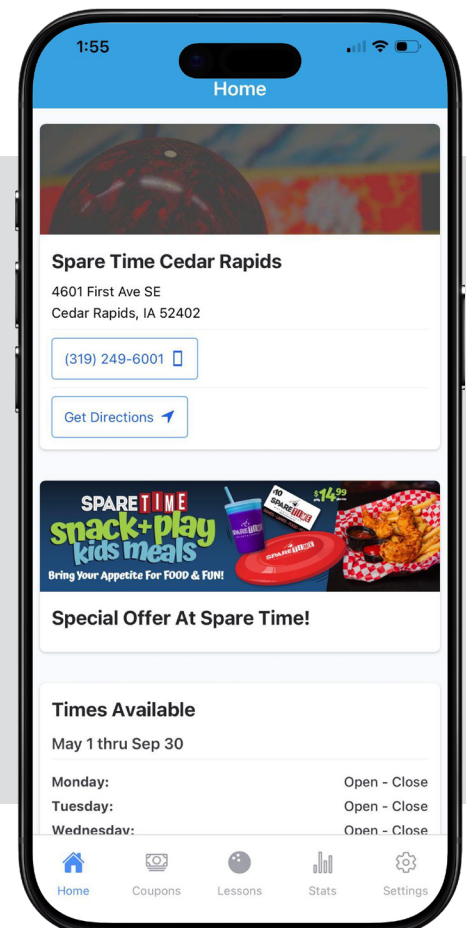
## KIDS BOWL FREE APP CUSTOM ADS

During the summer of 2025, we had our App developer build the ability for us to create in App Ads!

The goal was simple, provide your center with the opportunity to create a customized ad for one thing that you'd like to promote during the summer to Kids Bowl Free families. For many centers, this will likely be the summer shoe rental pass if you offer that, or a Kids Bowl Free meal offer, or a Kids Bowl Free arcade offer.

For the centers that we tested this with last summer, they saw additional spending, and we believe that you'll experience the same.

You'll receive additional details about this via emails and videos from us, but if you'd like to create a custom offer, please email [Nikki@KidsBowlFree.com](mailto:Nikki@KidsBowlFree.com) and she'll be working with our designers to create your custom design and deploy that in our app.



## KIDS BOWL FREE NEOVERSE | VIDEO WALL GRAPHICS

If your center has upgraded to the Neoverse, or any Video Wall Graphic system and would like a customized Kids Bowl Free image for it similar to the one that we created for a member center last year, please message [Nikki@KidsBowlFree.com](mailto:Nikki@KidsBowlFree.com), our team will create a custom image for your center. Please be sure to include the exact size and format that you need.

We can also include a QR Code that will link directly to your registration page! The image below didn't have one as we were filming content at this location for all KBF centers to benefit from.



## KIDS BOWL FREE CREATORS

During 2025, we created a new opportunity for families that participate in the program. We wanted to capture more video footage of families bowling at different locations around the country.

We invited families who participated in 2024 and redeemed coupons at a much greater rate than the average family to apply. We had hundreds of applications, which we narrowed down to 60 families. These families had to send us at least five videos of their family bowling. We are now using these to create marketing assets for all participating Kids Bowl Free centers.

In 2026, our best creators from 2025 will be invited back, and we'll be doing another application process to find some new creators for the program.

The creators were paid by Kids Bowl Free, similar to how we pay our influencers.

## KIDS BOWL FREE INFLUENCER PROGRAM CONTINUES TO GROW!

As the number of people who have cell phones, social media accounts, and the ability to create content keeps on growing, so does our influencer program. This will be our 4th summer with Kids Bowl Free influencers who help us spread the word about Kids Bowl Free and your center. We anticipate having over 6,000 different influencers for the summer of 2026!

Another reason to open your registration page on or before March 1 is that our influencers can begin marketing the program on that date. If they start promoting in your community and your page isn't ready for registration, you'll start missing registrations.

## ENHANCED SMS / TEXT MESSAGING

During 2025, we began testing the use of SMS and Text messaging, and it was deployed in a number of different ways. We used it to invite back families from the past couple of years who hadn't signed up, even after receiving many emails and it proved to be a winner!

We also used it to invite more families to upgrade to the family pass.

During 2026, we'll be deploying SMS and texting in a variety of additional ways, including messaging families as your program begins opening for the summer to redeem coupons. We're also looking at using texting to remind families to log their scores to create bowling averages, after they redeem their coupons. It's important that your center makes sure to redeem the coupons with your PIN.

As we look at using SMS on a transactional basis, this will only work if we know when a family redeems the coupons using the PIN, make sure that your team knows how to do that.

We want to use this technology to drive more visits and more spending at your center!

Let's Have a Record-Breaking Summer Together,

Darin, Bruce & The Entire Kids Bowl Free Team



# KIDS BOWL FREE QUICK PROGRAM STEPS & TIPS AND BEST PRACTICES BY CENTERS

## GET THE MOST OUT OF YOUR KIDS BOWL FREE PROGRAM

### 1. CONDUCT A STAFF MEETING AND COVER THE FOLLOWING TOPICS:

- ✓ **Overview of the Kids Bowl Free Program** - what it is, how it works, how families can register, your centers terms and conditions (hours available, age range)
- ✓ **Family Pass - Explain the Family Pass option-** the cost, the process to sign up for a Family Pass and the terms and conditions (note: the Family Pass is only valid when bowling with one's registered Kids Bowl Free children during your Kids Bowl Free program times)

**IMPORTANT NOTE:** Family Pass purchases result in more adults in your database which results in a greater opportunity for your center to grow its adult customer base year round. Encourage desk attendants to explain the Family Pass option to adults with kids in the program.

- ✓ **Rental Shoe Pass** - decide if your center will be offering a summer shoe pass and if so determine the cost (shoe pass cards are available for purchase, or shoe pass card art is available free on the KBF promo items site - accessible through your KBF dashboard page)
- ✓ **Food & Beverage Specials** - if applicable, decide if your center will offer KBF Food & Beverage Specials and if so determine what the specials will be and how you will promote them.
- ✓ Familiarize employees with the **Kids Bowl Free promo cards and coupons and encourage employees to register** at [www.kidsbowlfree.com](http://www.kidsbowlfree.com)

- ✓ Promote the **KBF app** - like a "Go Bowling" billboard on customers' devices today's customers love them!
- ✓ Review the procedure for **redeeming KBF coupons on mobile devices** with your staff. Consumers are able to register for KBF and access their coupons and/or Family Passes via their mobile device. Make sure to inform your staff that a PIN number is needed to redeem the mobile coupons. (Contact us at 1-877-841-4590 if you need your PIN number). **Upon request there can be a 24 hour delay from registration on the mobile coupons availability.**

- ✓ Provide a **supply of promo cards** to be given out in center.

### 2. ENTER YOUR CENTER'S KBF TERMS AND CONDITIONS BY GOING TO YOUR KBF ADMIN PAGE AT [HTTP://WWW.KIDSBOWLFREE.COM/DASHBOARD](http://www.kidsbowlfree.com/dashboard) AND ENTERING YOUR CENTER'S PASSWORD

(call us at 1-877-841-4590 if you do not have your password). If you participated in the program last year, you will notice that we have provided your terms and conditions from last year to help you out. You will still need to enter the new year data and click on the activate button to save your info and open your page for registration by consumers. Most of the participation is by kids and families during the daytime. Many centers reported daytime traffic from 10AM-5PM to be the heaviest use of the program. Centers that had the highest registration numbers typically offered the program "anytime lanes are available." Familiarize yourself with this site, which contains your database, registration numbers, Family Pass sales, mobile coupon redemption information, Hot Leads generated from birthday emails, youth league emails and survey responses. Valuable, FREE 1 on 1, Kids Bowl Free Marketing Dashboard coaching for a key employee or two is available by calling our office for an appointment.

### 3. REGISTER YOURSELF AS A KBF CUSTOMER WITH YOUR CENTER.

This is important so that you can see what emails are being sent to your customers and you are familiar with the marketing efforts that are being made on behalf of your center.

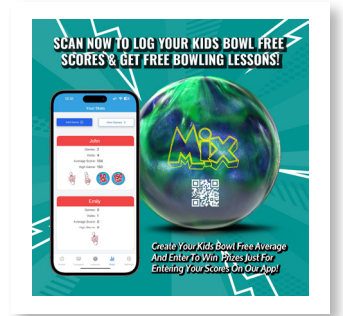


#### 4. BEFORE LAUNCHING KBF, DISPLAY BANNERS AND POSTERS IN A PROMINENT PLACE.

Banners and other in center promotional items are available in our optional In Center Promo Kit, or you can download the art for free using the promo items tab available on your KBF dashboard page.

#### 5. ENCOURAGE KIDS BOWL FREE FAMILIES TO DOWNLOAD THE FREE KBF APP.

The Kids Bowl Free app allows families to easily access their coupons and serves as a constant reminder on their devices that bowling is a great option year round.



#### 6. BE FAMILIAR WITH REDEEMING KBF COUPONS ON MOBILE DEVICES.

By redeeming the mobile coupons properly, centers are provided with additional information on their dashboard, including coupon usage and frequent coupon users. Mobile coupon usage and information is available on the center's dashboard page at: [www.kidsbowlfree.com/dashboard](http://www.kidsbowlfree.com/dashboard)

When customers come in to redeem their KBF coupons on their mobile device, your front desk employee will enter your center's pin number on the customer's phone which will redeem the coupon, add the information to your center dashboard page and remove the customer's coupons from their account for that day.

#### 7. OFFER FREE LESSON DAYS DURING YOUR KIDS BOWL FREE SUMMER BOWLING PROGRAM.

Our most successful centers graduating new customers from Kids Bowl Free to fall league programs are centers that offer free lessons for kids during their Kids Bowl Free Summer Bowling Program.

Centers that have been successful with this option are creating lesson times around lunch and dinner to make it an opportunity to generate additional snack bar sales too.

**Some of the kids will go from open play to league play without the above steps, but you have to remember the majority of these kids (80+%) are new to bowling.**

To help you we've created a Kids Bowl Free Learn To Bowl Poster & Flyer that you customize with your FREE lesson times each week. Click on the "Promo items" tab on your KBF dashboard page to get it now.

#### 8. DISPLAY POSTERS IN HIGH TRAFFIC AREAS WHERE FAMILIES VISIT.

We've created some attractive posters for inside the center to draw attention to the program. Two posters are included in this Tool Kit. Display them at your center. The artwork is also available on your KBF dashboard in the "promo items" tab.

#### 9. USE KIDS BOWL FREE DESIGNATED LANE SIGNS TO CONTROL YOUR PEAK PERIODS.

We have already in your terms stated that the Kids Bowl Free Summer Bowling program is available on designated lanes only. This gives you the flexibility to control on a daily basis how many lanes you have available.

As an example, if it's 80 degrees and sunny mid-week, all your lanes may be available for Kids Bowl Free. If it's a Saturday and the weather turns in your favor to drive extra paying customers indoors, maybe you only designate 1/2 of your lanes for Kids Bowl Free.

We have created a couple of signs that you can print and laminate to designate your Kids Bowl Free lanes. You can also use these on some of the automatic scoring system monitors. The signs are on your dashboard under the "promo items" tab.

#### 10. SEND AN EMAIL TO SCHOOL PTO/PTA LISTS

A number of centers have been asked by their school district to email the Kids Bowl Free Summer Bowling Program information out to the parents instead of having to distribute cards to the children at school. Here is an example of what you may provide:



Dear **(parent name)**,

Last summer our bowling center participated in the Kids Bowl Free Summer Bowling program. Each child received 2 FREE bowling games (or equivalent time) on designated days during the spring & summer. The Kids Bowl Free program will be starting soon at **(insert your bowling center name)**

To register:

1. Click here to register your family today **(link to your registration page on [www.kidsbowlfree.com](http://www.kidsbowlfree.com))**
2. Complete the registration form for your children.
3. If you would like to purchase a family pass for adult family members, please complete the registration form. Family passes will allow for up to 4 adult family members in your family to bowl the same 2 FREE games with your registered children. Adults may include children above the age of 15, parents, grandparents, or an adult babysitter.

Sincerely,

**(your name)**

**(your bowling center)**

P.S. Forward this email on to your friends and family members who may be interested in this unbelievable bowling deal!

## **11. CONTACT MEDIA OUTLETS TO LET THEM KNOW ABOUT KIDS BOWL FREE**

Many local TV, and Radio stations are looking for great stories in your community. That's the good news. The bad news is many of them are waiting for a call from a local business owner or one of their customers to let them know about such stories. When these media outlets learn about Kids Bowl Free they are often very excited to introduce the program, to their audience. A few ways to involve the media are to host a FREE family bowling night in early May to kick off your program and invite the media in your community to attend, or invite them to do a segment for their morning show from your bowling center.

## **12. OFFER A SUMMER SHOE RENTAL PASS**

Over the years a number of center have discovered that offering a summer shoe rental pass option has been very beneficial to their bowling center and made the guest experience better too. Shoe passes can be purchased by calling our office. You can also download the pass on your KBF dashboard.

## **13. GET YOUR STAFF REALLY INVOLVED!**

Centers that were the most successful had help from their ENTIRE staff and not just their "Marketing Team" or owners. These centers made sure that their staff knew that the Kids Bowl Free Summer Bowling program is just the start of a marketing process that goes on all season and it's important to provide a GREAT experience even to these "FREE" coupons holders.

Here are a few of the things that can help:

1. Hold an in-center training session for all staff, not just front desk personnel. Kitchen, mechanics, and lounge staff should be involved in the process of launching Kids Bowl Free into the community.
2. Be sure to establish goals. It is very important to set a number that you would like to register for your program and monitor if often.
3. Have weekly reports prepared to keep all staff up to date on the progress of the program.
4. Hold at least 3 follow-up meetings.



## 14. DISTRIBUTE KIDS BOWL FREE CARDS TO LEAGUE PLAYERS.

During the launch of Kids Bowl Free at his center, a bowling proprietor went against the grain doing something that many operators were scared to do the distributed his cards not only to schools, but to his existing league players!

It proved to be a huge home run!

First he went table to table thanking league customers for bowling with him and explained that the Kids Bowl Free program was a way to thank them for bowling during the league season. Many bowlers could sign up their children or grandchildren. Others forwarded the information to nieces, nephews, or neighbors. It created a ton of BUZZ about the program, registered over 10,000 kids from over 4,000 families and generated over \$10,000 of family pass revenues.

## KIDS BOWL FREE TIMELINE

### KBF CARDS DISTRIBUTION

**March - May** Distribute Kids Bowl Free cards to schools, churches, libraries, local businesses, community groups, sports groups, etc keep distributing cards through July cards in the bowling center office do little good! **\*\*And/or have BBBI promote signups for your center through our special social media promotional program system. BBBI offers a LOW COST matching program that saves your center time, labor, and money...and it DELIVERS!**

If not using BBBI's digital ad match, prepare for distribution of Kids Bowl Free cards to your schools. Since many schools are not out until late May or early June, many bowling centers have waited to distribute cards until the end of the school year when lots of other items are being sent home and teachers are extra busy. Your cards get more attention if they go out earlier.

Download the Kids Bowl Free card and place it on your website or FaceBook page with a link to your Kids Bowl Free registration page.

### INFORMING CUSTOMERS

**June - Sept** Make sure all in-center promotional items are displayed (banner, posters, etc) and cards are continuing to be distributed throughout the community - at summer festivals, fairs, parades, etc

### IN-CENTER PROMOTION

**Ongoing** Continue to encourage your staff to promote the Family pass option throughout the program - families that buy in mid to late summer are usually Fall prospects.

### MONITOR YOUR PROGRAM

**Ongoing** Check your KBF Dashboard ([www.kidsbowlfree.com/dashboard](http://www.kidsbowlfree.com/dashboard)) for:

- Database info
- Family Passes sold
- Number of kids registered
- Mobile coupon redemption information
- Leads generated from birthday emails (monthly-year round), youth league emails (centers may opt out of these emails - contact the BBBI office) and survey emails (Fall/Winter)

### ADDITIONAL QUESTIONS?

Contact us at 1-877-841-4590 or email [lori@kidsbowlfree.com](mailto:lori@kidsbowlfree.com)

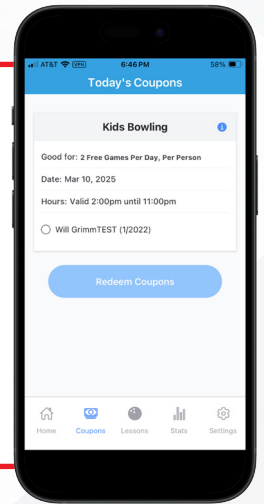




# KIDS BOWL FREE MOBILE COUPON REDEMPTION

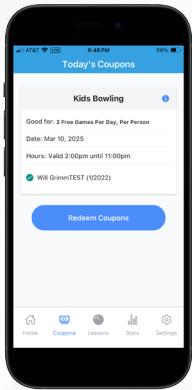
## STEP 1

The participating Kids Bowl Free family logs into their account at [www.KidsBowlFree.com](http://www.KidsBowlFree.com) on their mobile device or through the Kids Bowl Free App. If using a smartphone (iPhone, Android, etc.), they most likely have a data plan that allows them access to the internet. If they are using a tablet they may or may not have a data plan. If they do not have a data plan and your center doesn't have WIFI they will need to print their coupons before coming to the center. The customer then logs into their account on the top right hand corner of the Kids Bowl Free website using their email address & password created at the time they opened their account.



## STEP 2

On the customer's mobile device you'll then see each kid that is registered along with their family pass members (if they've purchased one). You can then select each person who is redeeming the coupons by checking the box left of the person's name.



## STEP 3

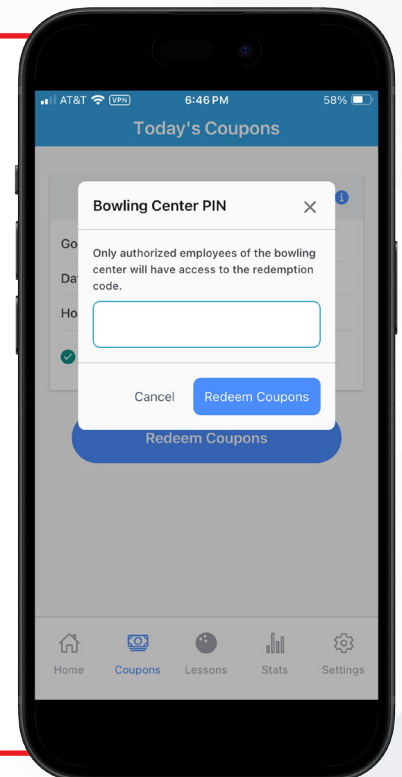
Enter your bowling center PIN into the person's mobile device. Your PIN can be found at [www.KidsBowlFree.com/center-report.php](http://www.KidsBowlFree.com/center-report.php). You will need your center password to access this page. If you need your password please contact [Nikki@KidsBowlFree.com](mailto:Nikki@KidsBowlFree.com).

Write Your PIN Here \_\_\_\_\_

After you type the PIN into the box. Press "Redeem Coupons". It will then display a message that the coupons have been redeemed for that day.

The Mobile coupon system will also track number of coupons redeemed each day in your Kids Bowl Free dashboard at [www.KidsBowlFree.com/center-report.php](http://www.KidsBowlFree.com/center-report.php). Again you'll need your password to review the daily redemptions.

We'll also have reports available at the end of the summer to tell you who's been the most frequent users of the coupons. At this point we'll have only mobile coupons redeemed in the report. This will be valuable marketing information for fall programming, etc.



(Please print this, laminate & keep at the Front Desk for all staff members to have easy access to)

# KIDS BOWL FREE<sup>®</sup>

## MEAL DEAL!



Go to your Kids Bowl Free dashboard page under Promo Items to download and personalize your center's food specials.



# KIDS BOWL FREE<sup>®</sup>

## SHOE RENTAL

**ADULTS**  
**\$0.00**

**KIDS**  
**\$0.00**  
15 & Under



**A FREE MEMBERSHIP BENEFIT**

**KIDS BOWL FREE®**

# DASHBOARD COACHING SESSIONS

CONDUCTED BY **TY SZUMIGALA**



**TY SZUMIGALA**  
FORMER  
PROPRIETOR  
NOW A  
KBF BUSINESS  
BUILDER

**SCHEDULE A SESSION WITH TY -  
YOU AND YOUR TEAM WILL LEARN:**

- Where to Find & How to Best Use Your KBF Database
- Results of Surveys of KBF Families  
Leads for your center offers
- Birthday Information on KBF Kids  
Boost your party business
- Holiday and Spring Break Coupon Options  
You select & BBBI sends for you
- League and Open Play Promotions  
Artwork with How-To Instructions

**IN 30 TO 40 MINUTES, YOU CAN LEARN LOW - TO - NO COST WAYS  
TO MAXIMIZE THE POWER OF YOUR KIDS BOWL FREE PROGRAM!**

**1-877-841-4590**

**Ty@KidsBowlFree.com**

**KBF DASHBOARD COACHING...**

**VALUABLE MARKETING ASSISTANCE - A KEY PART OF YOUR KBF MEMBERSHIP**