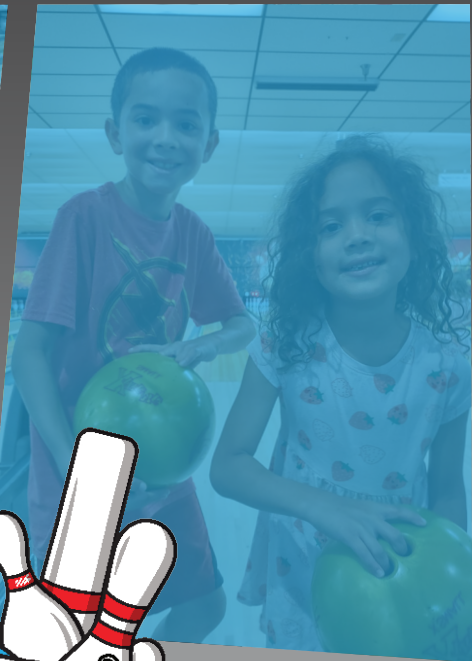




KICKOFF EVENT GUIDE

HOW TO PLAN & HOST A SUCCESSFUL KICKOFF EVENT



STEP 1: SET DATE AND TIME

We've found that the best days to host Kickoff Events are Friday, Saturday, or Sunday in May. The goal is to bring attention to Kids Bowl Free as your center prepares to accept coupons for the summer and as kids are getting out of school.

The ideal start time is **5:00-5:30 PM**, with a **90-minute event** that wraps up by **7:00 PM**. Most attendees are **ages 3-12**, which gets families home earlier and allows your center to transition smoothly into evening business and nighttime events.

Another major benefit of this timeframe is food and beverage sales. Last year, when I attended the four events we hosted, nearly every table was filled with pizza, soda, and other food items.

STEP 2: EMAIL US THE SELECTED DATE & TIME SO WE CAN ASSIST WITH MARKETING

We have an email invitation sequence that we can use to invite families to reserve lanes in advance.

For the events we hosted last year, each center used an online reservation system. Centers created a one-time event and allocated a set number of lanes for the Kickoff Event. Some centers used all of their lanes, but most chose to dedicate **about 2/3 of their lanes** to the event while holding **1/3 of the lanes** for walk-in business.

For reservations, we recommended a **\$10 deposit**, with centers providing either a **\$10 game card** or a **\$10 gift card** for purchases at the center upon arrival. This significantly reduced (though did not completely eliminate) no-shows. Most events still had one or two no-shows, at which point centers simply added additional lanes to walk-in availability.

IMPORTANT:

Please email darin@bowlingbusinessbuilders.com with:

- A link to your reservation system
- The date and time of your event

This information must be sent **at least 21 days in advance**. While we typically begin marketing **14 days out**, we need the extra time to add your event to our calendar.

STEP 3: HOST THE EVENT

At our events, we also invited local media to attend. Once you provide your date and time, we can send a press release to media outlets in your area. You may also reach out to your own local media contacts and invite them directly.

Before the event:

- Make sure your team is ready
- Ensure the center is clean
- Have light balls and smaller shoe sizes available

We recommend letting families begin bowling at the scheduled start time. If families arrive late, they can start when they arrive but should still finish at the designated end time.



Have a staff member available to capture short videos of families bowling. For a small investment, you may also consider hiring a local videographer to capture content you can use on your website and social media throughout the summer. When we hosted events, we hired videographers to build a large volume of content. If you have someone on staff who's comfortable shooting video, a professional videographer may not be necessary—but it can be a great asset.

About **15 minutes after bowling begins**, pause play briefly and gather families near the approach to:

- Welcome everyone
- Highlight key Kids Bowl Free features they may not know about

During this time, we suggest covering the following:

- Ask for a show of hands: **"How many of you are participating in Kids Bowl Free for the first time this year?"**
- Encourage families to download the **Kids Bowl Free App**, so they always have coupons available
- Promote the **video bowling lessons from Verity Crawley**
- Explain how families can win a **bowling ball and bag from Kids Bowl Free and Storm**
 - All they need to do is enter their scores in the app
 - Winners are selected weekly

This year, we've made score logging even easier. Each center will receive **two pads of paper**. When families redeem their coupons, you can give them a sheet that includes a **QR code** linking directly to the app's score-entry section.

Most importantly, remind families to enjoy a summer of fun and memory-making together. Bowling is a sport that can be played for a lifetime, and many kids discover a love for the game through Kids Bowl Free.

Encourage families to refer friends, neighbors, and relatives. Many families turn Kids Bowl Free into a weekly tradition. Get off the couch and come bowling!

Close by wishing everyone a great summer and inviting them to enjoy the rest of the event.

BONUS IDEAS

Bring in a face painter for bowling-themed face painting. We didn't do this last summer, but we're looking to integrate it at one or two events this year.

If you have Neoverse, a video wall, or a projector system, message us in advance and we can create a custom image for use during the event and throughout the summer.

If you're a BCTV participating center, we're creating ads for you to run in your local ad spots. Add these during the event and keep them running throughout the summer.





KIDS BOWL FREE KICKOFF EVENT CHECKLIST

STEP 1: CHOOSE YOUR EVENT DATE & TIME

- Select a Friday, Saturday, or Sunday in May
- Set start time between 5:00-5:30 PM
- Plan for a 90-minute event (ending by 7:00 PM)
- Confirm staff availability for setup, bowling, and cleanup

STEP 2: SET UP RESERVATIONS & NOTIFY US

- Create a one-time event in your online reservation system
- Decide how many lanes to allocate
- ~2/3 lanes for Kickoff Event
- ~1/3 lanes reserved for walk-ins
- Set reservation deposit (recommended: \$10)
- Decide on arrival incentive
- \$10 game card or
- \$10 gift card for center purchases
- Email darin@bowlingbusinessbuilders.com at least 21 days in advance with:
 - Event date
 - Event start & end time
 - Link to your reservation system

STEP 3: PRE-EVENT PREPARATION

- Clean and prepare the center
- Ensure light bowling balls are available
- Ensure smaller shoe sizes are stocked
- Assign staff for:
 - Front desk & check-in
 - Lane assistance
 - Video / photo capture
- Confirm food & beverage readiness
- Download the Kids Bowl Free App on at least one staff phone
- If desired, book a videographer or assign a staff member to capture video

STEP 4: DURING THE EVENT

- Allow families to begin bowling at the scheduled start time
- Start late arrivals when they arrive (end all bowling at the same time)
- About 15 minutes after bowling begins, pause briefly to:
 - Welcome families
 - Thank them for attending
- Cover key Kids Bowl Free highlights:
 - Ask who is participating for the first time
 - Encourage downloading the Kids Bowl Free App
 - Promote Verity Crawley video bowling lessons
 - Explain Storm bowling ball & bag giveaway
 - Enter scores in the app
 - Weekly winners selected
- Hand out Kids Bowl Free score sheets with QR codes (if available)
- Capture video of families bowling and having fun

STEP 5: WRAP-UP MESSAGE

- Encourage families to:
 - Bowl all summer
 - Create family memories
 - Invite friends, neighbors, and relatives
- Thank families for attending
- Invite them to enjoy the rest of the event

BONUS OPPORTUNITIES (OPTIONAL)

- Book a bowling-themed face painter
- Request a custom image if you have:
 - Neoverse
 - Video wall
 - Projector system
- If a BCTV center:
 - Add Kids Bowl Free ads to local ad spots
 - Run ads during the event and throughout the summer

