



League Planning & Promotion

October 24, 2017



Agenda

- Value of a league bowler
- Development of a league bowler
- New league development programs
- Planning for a league kick off
- System of League Bowling

Value of a League Bowler

- What is the value of a league bowler?
 - Fall
 - Summer
- League bowlers are the annuity for your business

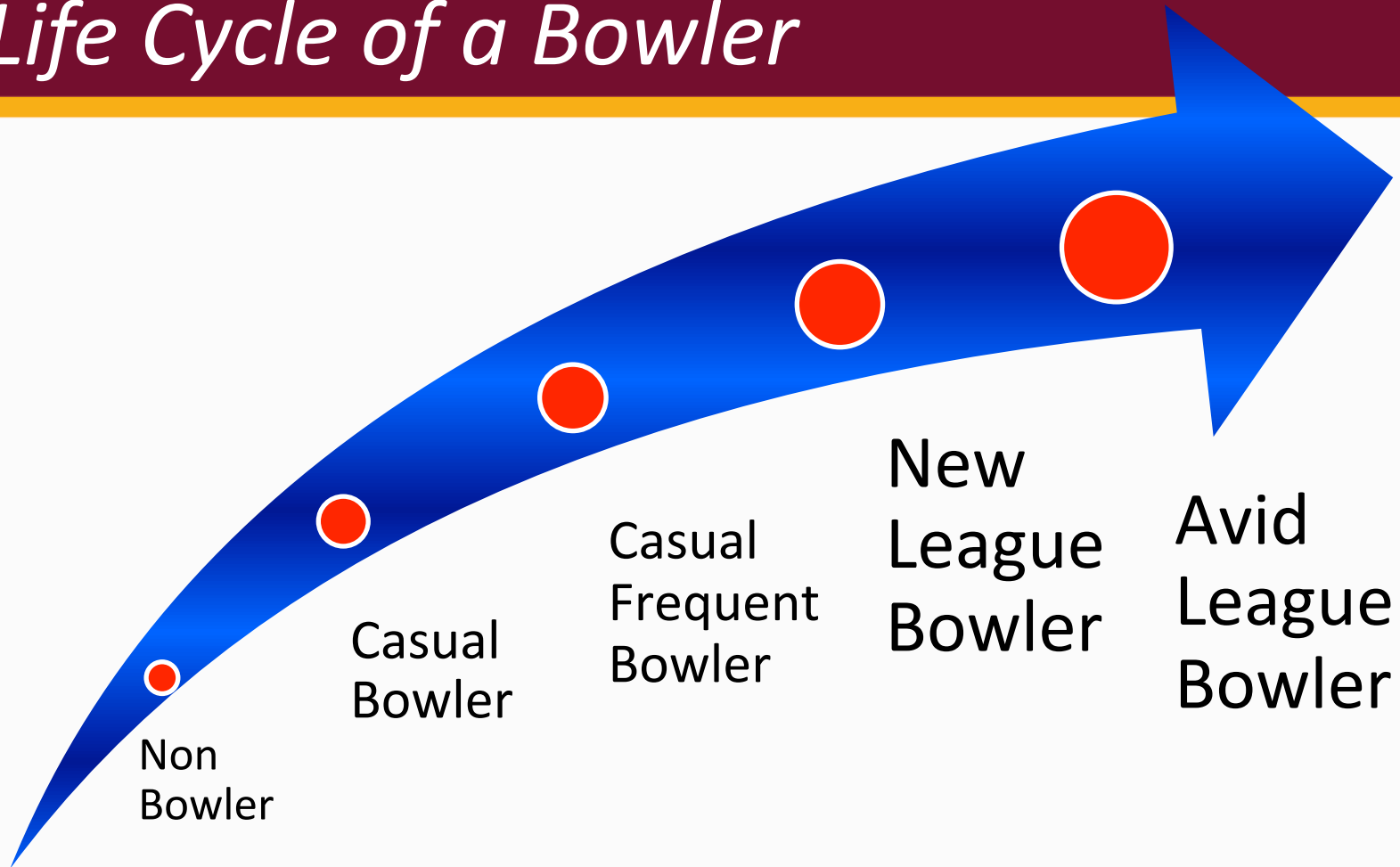


Development of a League Bowler

- **What is the “life cycle” of a bowler?**
- **Do people wake up one morning and just decide they want to join a league?**
- **Top three ways adults were introduced to league bowling...**
 - **Family**
 - **Friends**
 - **Work (Distant 3rd)**



Life Cycle of a Bowler



Proprietor Focus Group

- Here are what successful operators are doing very well

Join a **BOWLING LEAGUE**
Get League Bowler
Benefits & Rewards!
SIGN-UP TODAY!
Leagues Now Forming!

SUMMER LEAGUE
Sign Up Now!

JOIN A LEAGUE OR FORM YOUR OWN!
BOWLING LEAGUES ARE A GREAT WAY TO HAVE **FUN** WITH FRIENDS!

A LEAGUE OF **YOUR OWN**

NEW FRIENDS, OLD FRIENDS, AND GREAT FUN.

JOIN A BOWLING LEAGUE

FALL LEAGUES NOW FORMING!

JOIN A LEAGUE

BOWLING LEAGUE

FOR MORE INFO OR PAYMENT CONTACT: SEAST@UNL.EDU



Top 10 Lessons – League Retention



High Volume League Centers (HVLC) provide specific benefits for league bowlers

- Free equipment to new league bowlers
- Free lineage on the last day of the season
- Free pizza give-a-ways
- Adding to weekly pots
- Discounts on casual play & center events
- Discounts, incentives to those who brought new members

WE NEED YOUR HELP!

**FREE USBC CERTIFICATION FOR YOU
& A FRIEND!*



BRING A BOWLER THAT HAS **NOT** BOWLED
IN A **BUFFALOE LANES CENTER** IN THE
LAST **3 YEARS** AND HAVE THEIR **USBC**
CERTIFICATION FEE (SANCTION FEE) & **YOURS**
REFUNDED TO BOTH OF YOU, ONCE YOU EACH
COMPLETE **50%** OF THE GAMES FOR THE
REGULARLY SCHEDULED SEASON.

WWW.BUFFALOELANES.COM

BUFFALOE LANES LEAGUE BOWLERS MAY ONLY RECEIVE THIS OFFER FOR THE INITIAL BOWLER THEY BRING IN TO JOIN A LEAGUE. ALL OTHER
NEW LEAGUE BOWLERS THAT ARE RECRUITED TO JOIN A LEAGUE BY THE CURRENT LEAGUE BOWLER WILL RECEIVE THEIR CERTIFICATION FEE
REFUND SHOULD THEY MEET THE REQUIREMENTS. NEW BOWLERS(M) MUST JOIN A LEAGUE IN THE SAME CENTER AS THE CURRENT BUFFALOE
LANES LEAGUE BOWLER THAT RECRUITED THEM.

OTHER RESTRICTIONS MAY APPLY. THIS OFFER IS SUBJECT TO CHANGE AND/OR END AT ANYTIME WITHOUT NOTICE.
MANAGEMENT RESERVES THE RIGHT TO HANDLE ANY SITUATION OR ISSUE THAT IS NOT COVERED ABOVE.



Top 10 Lessons – League Retention

- Lesson 2 – HVLC's establish frequent personal contact with league bowlers
 - Practice MBWA (Management By Walking Around) scheduled yet informal
 - Dominant theme expressed by both groups and is the most important “thing” they do
 - Some stationed themselves at the entrance to meet and greet

Top 10 Lessons – League Retention

- They were keenly aware of the results of each evening's league and congratulated bowlers personally
- These actions created a sense of “family” and to league bowlers the centers was a second “home”



Top 10 Lessons – League Retention

- Lesson 3 – HVLC's oversee league formation, administration, and finances
 - Many had center staff serve in the role of league secretary
 - Almost all insisted on in house league banking
 - They conducted most and attended ALL league organizational meetings regardless of the league structure

Top 10 Lessons – League Retention

- They valued League Officers as an important resource, but realized the future of league bowling was their (Proprietor) responsibility
- They conducted League Officer meetings prior to league meetings and start ups
- Almost all new leagues were “house leagues” and run by the center

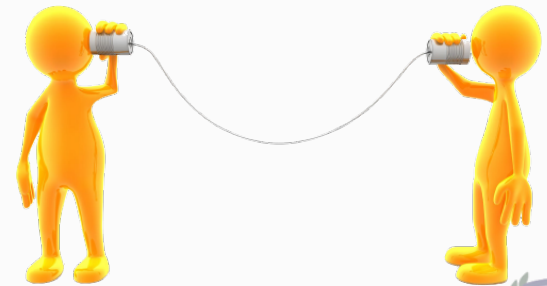


Top 10 Lessons – League Retention

- Lesson 4 – HVLC's run well maintained centers
 - Clean restrooms
 - Consistent lane conditions
 - Pinsetters & Scoring Units that operate without interruption

Top 10 Lessons – League Retention

- Lesson 5 – HVLC's have frequent communication with league bowlers
 - They realize league bowlers like recognition and many regularly communicate via newsletter, email or both
 - Communication should be timely
 - Some used it as an opportunity to communicate offers



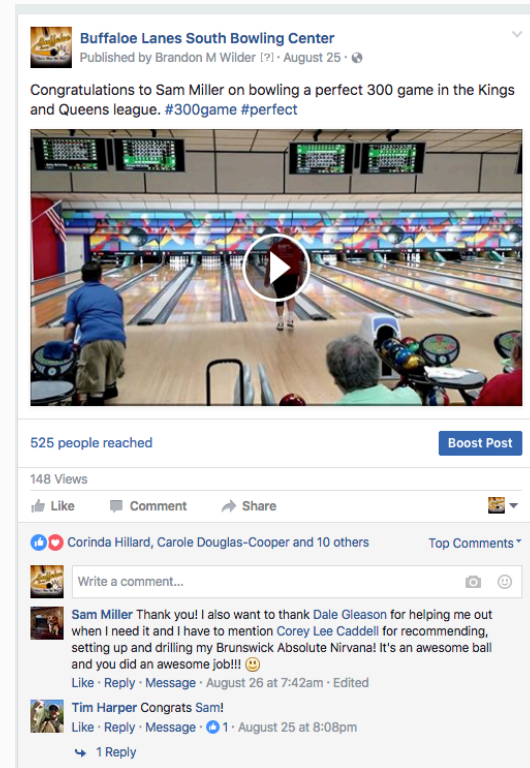
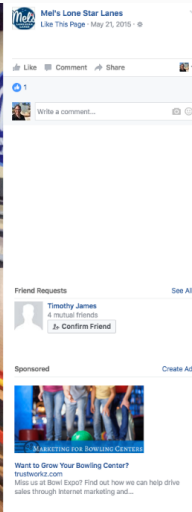
Top 10 Lessons – League Retention

- HVLC's provide a “fun” atmosphere
 - They let “fun” guide managerial and operational decisions
 - This is the biggest change they noticed over the years
 - They guard against less skilled bowlers becoming disheartened and dropping out



Top 10 Lessons – League Retention

- They use music to create an atmosphere
- They post pictures of bowlers for achievements



Top 10 Lessons – League Retention

7

7

7

- HVLC's have dedicated staff with strong people skills oversee the leagues
 - Many took an active role in managing adult leagues themselves
 - Larger centers had personnel devoted to this task
 - The interviewing, recruiting and selection of this person was one of the most important hiring decisions they made

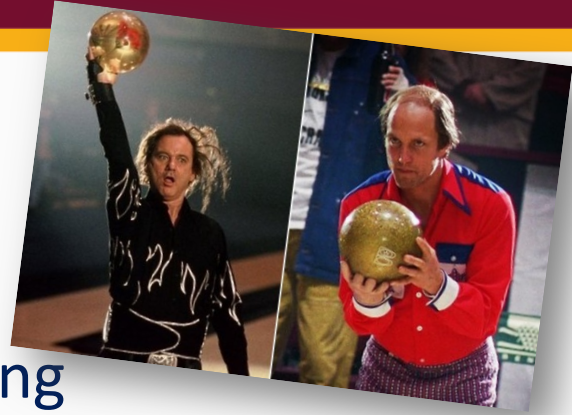
Top 10 Lessons – League Retention

- HVLC's have a growth path for league bowlers
 - They have different levels of league's available and match the person to the league
 - Fun casual, short season
 - Regular, non-competitive
 - Serious, competitive



Top 10 Lessons – League Retention

- HVLC's support tournaments and tournament bowlers
 - They hosted tournaments understanding that they were not high margin events
 - They often traveled with the bowlers to regional or national tournaments
 - They regarded tournaments as an essential reward for competitive bowlers



Top 10 Lessons – League Retention

- HVLC's make instruction available to all bowlers
- They have instruction available that is casual and combined with other events
 - “Ambassador Teams” to welcome new teams and provide casual guidance
 - Centers that provided equipment to new bowlers used this as an opportunity for instruction



Top 10 Lessons – League Retention

- Some offer instruction as a part of welcoming new bowlers
- Others seemed to have individuals who would offer instruction at any time



Top 5 Lessons – League Building

- Lesson 1 – HVLC's treat the development of Youth seriously
 - Many believe a generation of league bowlers has been lost
 - They have a dedicated Youth Bowling Coordinator
 - They pay and reward their coaches
 - Strived to make the Youth League experience closer to the typical youth sports experience



Top 5 Lessons – League Building

- Get involved in schools with Bowlers Ed and making bowling a lifelong sport
- Support high school programs by accommodating schedules and were needed waving fees



Top 5 Lessons – League Building

- Lesson 2 – HVLC's make signing up for league play quick & easy
 - League sign ups are 365, not seasonal
 - “90 Second Sign Up Sheet”
 - Have a league database for both current leagues and prospects



Top 5 Lessons – League Building

- Lesson 3 – HVLC's use sampling and affinity groups to build new leagues
 - Provide promotional parties as a way for groups or organizations to sample bowling together
 - Look for affinity groups that are naturally competitive to form leagues – hospitality night, gas stations, home improvement stores



Top 5 Lessons – League Building

- Lesson 4 – HVLC’s lock in new league bowlers with equipment and deals
 - Served to reinforce the commitment of new league bowlers
 - Functioned as a recognition or reward



Top 5 Lessons – League Building

- Lesson 5 – HVLC's are flexible and try new league formats
 - Flexible with length of season
 - Flexible with number of games
 - Flexible with frequency

New League Development Formats

- How do we move people from casual to league in the “life cycle”?
- **Sampling is the key!**

Bowl New England's 8 for 8

8 FOR 8

JOIN OUR 8 FOR 8 PROGRAM

Bowl for only **8** weeks for only **\$8** per week
and receive a FREE Bowling Ball.

Wednesdays at 9pm (3 game format)

Saturdays at 6pm (3 game format)

or Sundays at 5:15pm (3 game format)

Starts the week of October 11th

Sign up at the front desk today!

Retail
Value
\$74.95!

FREE
BOWLING
BALL!

SIGN UP TODAY!
Special Introductory Offer

Name _____ Day Phone _____

Address _____ Night Phone _____

Please circle the day/time you wish to bowl

Team of 4 Couple Individual Please list other team member(s) on back of this sheet



BOWLOPOLIS



Camp Bowlopolis Bowling Party

- Acquisition Program
- Promoted with a Free Bowling Party during a slow 2 hour period
 - Give away Bowlopolis DVD's at Party
 - Promoted through:
 - email
 - Social Media
 - In center material



Camp Bowlopolis

- Followed by
 - 8 week Camp Bowlopolis (Youth 8 for 8 program) where kids will receive a bowling ball
 - Camp Bowlopolis will start the same day following your free party
 - Youth Resource Center (bpaa.com) has camp programming developed
www.bpaa.com/youth-resource-center



KIDS FEST

Special Event at AMF Lewisville Lanes

- FREE Bowling and shoe rental for all kids
- \$1 hot dogs and \$1 soft drinks
- Discounted Bowling for grownup

[click here](#)

KIDS FEST

Join us for kid-friendly fun at AMF. Sign up early for **AMF SUMMER GAMES & YOUTH LEAGUES** and receive great special offers!

YOUR FAMILY WILL HAVE A BLAST

WITH

- 1 HOUR OF FREE BOWLING AND SHOE RENTAL FOR EVERY CHILD
- \$1 HOT DOGS & SOFT DRINKS
- SPECIAL KIDS FEST DISCOUNT ON 1 HOUR OF BOWLING FOR ADULTS

MARK YOUR CALENDARS KIDS FEST IS ALMOST **HERE!**

SAT **17** MAY

10AM-2PM

KIDS FEST

AMF PARTIES OFFERS LEAGUES LOCATIONS

YOU'RE INVITED!

Kids FEST

SATURDAY **APRIL 29TH**
1PM - 5PM

- 1 HOUR OF FREE BOWLING AND SHOE RENTAL FOR EVERY CHILD (15 & UNDER)
- EXCLUSIVE BOWLING DISCOUNTS FOR ALL ADULTS 1 HOUR OF FUN FOR JUST \$5!
- \$1 **Nathan's** HOT DOGS & SOFT DRINKS

JOIN THE FUN!

USA Bowling – Learn the Sport





Double Decker
LANES

Monday Golf/Bowl 10 Week Summer League

- 2 Person Teams (Best Ball Scramble)
- 2 Games Of No-Tap Bowling
- 9 Pins Knocked Down On First Attempt Counts As A Strike



Weekly Fees:
\$30.00 Per Person



League Meeting: Monday, May 11th @ 5:00PM
 Start Date: Monday, May 18th @ 5:00pm
 Weekly Shotgun Start @ 5:00pm
 Foxtail Golf Course
 Bowling Starts at Approximately 7:00pm



Player 1 _____ Phone # _____
 Player 2 _____ Phone # _____

Contacts: Curtis Woods or Dennis Ganduglia
 707-585-0226



TATTOO ANYONE?

GET A \$100 TATTOO JUST FOR BOWLING!

12 SESSIONS
\$12.95 EACH

2 PERSON TEAMS
can be men, women OR mixed

Fun 9 Pin No-Tap Format
9 on 1st Ball = A Strike!

WEDNESDAYS
7:00 PM
Starts May 6th

ALL BOWLERS
RECEIVE A
\$100 GIFT
CERTIFICATE
TO

OVER
\$250
VALUE!

FREE Shoe Rental, Free
Use of Bowling Balls!
3 Games of Bowling Each
Week! \$100 House of Ink
Gift Certificate! 10 FREE
Games Card!



RICHMOND
40 BOWL
FAMILY FUN CENTER

75 S. 37th Street, Richmond, IN 47374
www.Richmond40Bowl.com

765-966-2641



SUPPORT THE SCHOOLS
BY BOWLING IN A WEEKLY
FUNDRAISER



Every week we'll be bowling for the kids,
as we raise money to help support local schools
by purchasing school supplies, sporting
equipment, and funding the educational
programs that help develop the children
of our community.

Help us build the futures of our youth by
knocking down some pins.

Date:

Time:

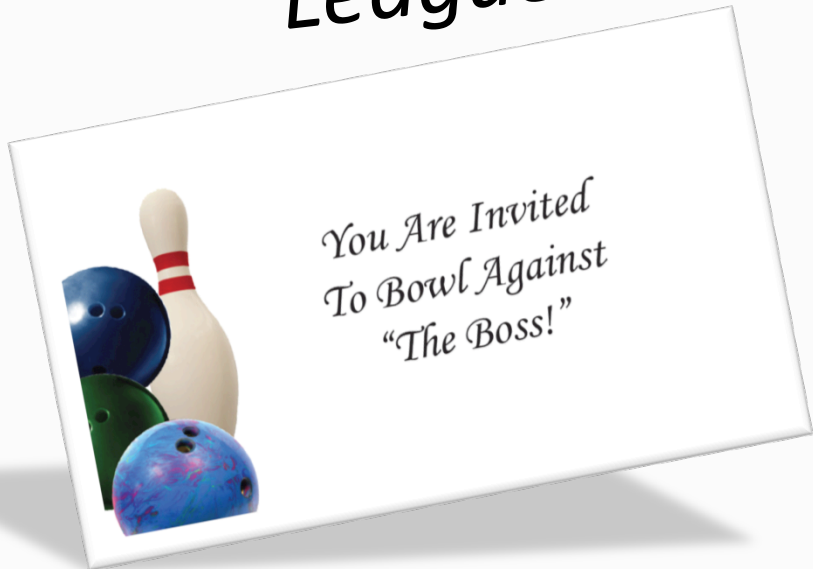
Cost:

G's Can't Miss Mid Season League

- **Managers Invitational League**
- **Short, fun league where select fall league bowlers are personally invited to bowl with the General Manager in a special invitation only league**
- **Key to success is the personal invitation from you!**
- **Format should be fun and could include any of the following..**
 - **Discount lineage**
 - **Weekly prizes**
 - **Weekly food and/or drink specials**
 - **Beat the Manager incentive**



Managers Invitational League



You Are Invited To Join The
MANAGER'S INVITATION LEAGUE.

Congratulations! I've hand-picked you to bowl in my elite *Manager's Invitation League*.

Join me and other select bowlers each week for friendly competition and a chance to win a variety of great prizes! Just sign up today, meet me at the times listed below, and let the good times *bow!* **Good Luck!**

General Manager

[Your Bowling Center
Information Here]

Starting Date

Ending Date

Day of Week/Time

League Cost Per Week

Prizes Include



G's Can't Miss Summer League

- **Employee & Friends League**
- **Great employee morale booster**
- **Allow employees to invite a friend or family member and the employee bowls for free**
- **Conduct at an off time**
- **Short fun program with culminating event at the end of the program (ball game, day cruise, picnic, etc.)**

Planning for a League Kick Off

- **Now that we know we need to take a more active roll in the solicitation, organization, and hosting of our leagues, we need a plan to keep us on track**
- **Does anyone currently use any type of planner for their fall or summer kick off?**
- **Let's take a look at a template for a planner that you can use for an upcoming kick off, as well as some other samples.....**

League Meetings

- What does a successful league meeting look like?
- Welcome from management
- Take attendance from Sign Ups – verify team members
- Review league rules – vote on needed items
- Elect league officers
- Review center rules / league benefits
- Questions / Adjourn
- A well run league meeting for a house league can be completed in 30 minutes before the first night of bowling



LOOKING FOR FUN?

JOIN A LEAGUE TODAY...



TOP 3 REASONS TO BOWL A LEAGUE:

- #3 - BOWLING IS GREAT EXERCISE... EVEN IF YOU HAVE FRENCH FRIES
- #2 - YOU CAN MEET NEW FRIENDS & HAVE A GREAT TIME!
- #1 - YOU RECEIVE 1/2 PRICE BOWLING PRACTICE AT ANY BUFFALOE LANES!

FOR MORE INFORMATION PLEASE CALL US:

919-563-9999 OR SEND US AN E-MAIL:

ARTISB@BUFFALOELANES.COM

ONLY A FEW SPOTS LEFT:

Wednesday Nite Follies - 3 openings

Thursday Nite Rollers - 3 openings



BUFFALOE LANES MEBANE - 103 SOUTH 5TH STREET - MEBANE, NC 27302
(919) 563-9999 - WWW.BUFFALOELANES.COM/MEBANE

Bowlers
Wanted

Let's
JOIN!

LEAGUE VACANCIES

FUN!

Simon
Sign Up
Today!

Meet your
New
FRIENDS!



System of League Bowling

- League Structure
- Instruction
- Planning
- Staffing
- League Benefits & Recognition
- BPAA Existing Programs
- Marketing
- Communications
- Download Section – 38 files



Defining Your Business Model

- **Where do leagues fit into your business model?**
 - Anytime?
 - Monday through Thursday only?
 - What about weekends?
- **What type of leagues fit into your business model?**
 - Competitive, Mixed, Social, Company, Seniors, Youth, Adult/Youth
- **What times are you going to run leagues?**
 - Scheduling that only allows one shift of business is the kiss of death
- **Today's successful operator understands how to get two shifts of business EACH night regardless of the type**



Thank You!



**Bowling
University**

LEARNING SO EFFECTIVE

YOU'LL NEED CROWD CONTROL.

