



# Casual Play Marketing

October 24, 2017





# PORK & BOWLING

I maybe step inside a bowling alley once every year or two, if that. But whenever I do, I always think, "Wow, this is so much fun. I ought to do it more often." Then I leave, get caught up in life, and never think about it again.

Unfortunately, I'm the same way with The Other White Meat®. Whenever I order carnitas at a restaurant or fix a pork roast on Sunday, I always think, "Wow, this is great. I should have pork more often." But then I forget and go back to the same old meals I always make. My cooking's in a rut. Make that a gutter. I think it's time to go bowling again.

[TheOtherWhiteMeat.com/PorkAnd](http://TheOtherWhiteMeat.com/PorkAnd)

The Other  
White Meat

Don't be blah.™

POPCHECKOUT.COM ©2008 National Pork Board, Des Moines, IA. This message funded by America's Pork Checkoff program.

"Wow, this is so much fun. I ought to do it more often." Then I leave, get caught up in life, and never think about it again.



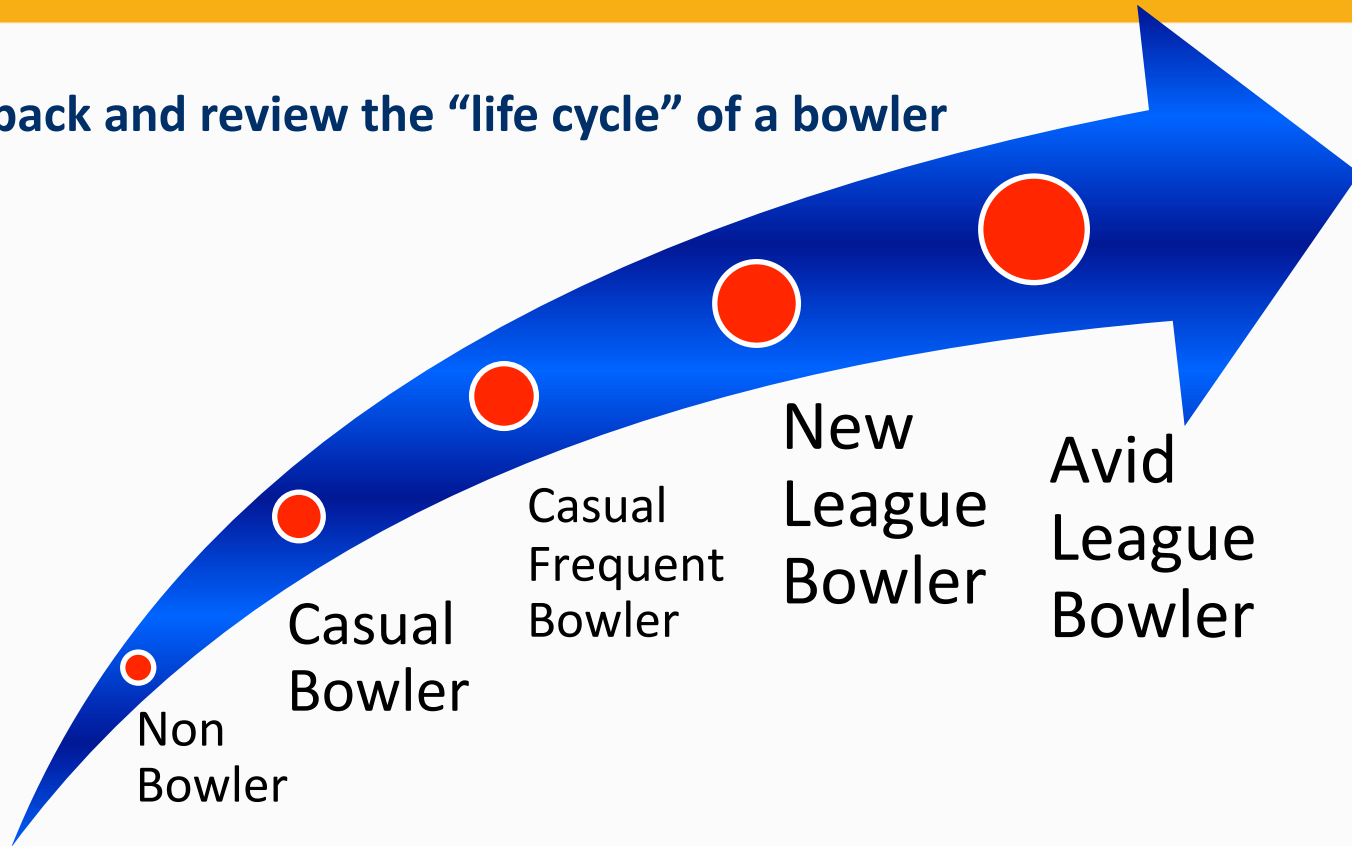
# Agenda

- **Creating casual trial**
- **Database collection & management**
- **Sample program**



# Creating Casual Trial

Let's go back and review the "life cycle" of a bowler





# Creating Casual Trial

- Remember the progressive operator needs two shifts of business a night. In most locations that will be one shift of league and one shift of casual
- Couponsing – Free Versus Paid – do we devalue our product by giving it away?
- A FREE Game given to the right person for use at the right time to generate trial is a solid marketing strategy



# Creating Casual Trial



A four week “learn to bowl” program designed to introduce NEW adults 18+ to bowling or reactivate bowlers who have not bowled in several years.



# Week 5



**JOIN THE 8 FOR 8 BOWLING LEAGUE TODAY!**

**WHEN YOU JOIN THE 8 FOR 8 BOWLING LEAGUE, YOU'LL RECEIVE:**  
A FREE BOWLING BALL plus  
A FREE USBC CLUB MEMBERSHIP

**MEET NEW FRIENDS OR BRING YOUR OWN!  
GET INTO AMERICA'S FASTEST GROWING RECREATIONAL SPORT!**

**Club Membership Benefits include:**  
A USBC Certified Average  
A Printable USBC Membership Card  
Access to USBC Member Rewards



**JOIN THE 8 FOR 8 BOWLING LEAGUE TODAY!**  
IT'LL BE THE MOST FUN YOU'LL HAVE PLAYING AMERICA'S FASTEST GROWING SPORT!



**CHOOSE FROM THESE AWESOME BALL DESIGNS!**  
When you bowl in the 8 for 8 League, you choose from the really cool bowling ball designs.  
Just pick the ball you want, we'll take care of the rest.  
The balls are ready for play and are available in 8, 10, 12, 14 lbs.



**BOWLING.  
FUN FOR LIFE!**



# Database Management

# FUNDAY SUNDAY

# \$39.95



124 N. ANDERSON ROAD  
ROCK HILL, SC 29730  
(803) 329-5210  
WWW.STRIKERSSC.COM

- \* 2 HOURS OF BOWLING
- \* A LARGE CHEESE PIZZA or  
2 SMALL ORDERS OF  
NACHOS AND CHEESE
- \* SHOE RENTAL
- \* MAXIMUM OF 6 ON A LANE

EMAIL US AT : [Strikerssc@gmail.com](mailto:Strikerssc@gmail.com)

EVERY SUNDAY  
FROM 10 AM  
UNTIL 9 PM



# Daypart Special

**SATURDAY  
SPECIAL**  
**3 GAMES** w/ shoes  
**AND A SNACK**  
**JUST \$12.95**  
per person

STRIKERS

**GET A SMALL FRY,  
SMALL NACHO, OR A  
PRETZEL BITES**

**FROM NOON-11pm**



# Overview

- **How has casual bowling changed?**
- **Different than league decline and harder to measure**
- **Decline in open traffic offset by increases in price and F&B**
  - Daypart Changes
  - Demographics – Jessica Perkins
  - Walk-in traffic
  - How often does your center fill up without bookings or league? At the full price rate?

# Reserved Business

- **Reserved Business**
  - Will make or break you during non-peak season
  - Almost never hurts you even during peak times or peak season, especially if you get a deposit
  - Reserved business has a higher check average than walk in business
  - Are we doing all we can to build reserved business?
  - When does your center take reservations?

# Reserved Business

- **Reserved Business Examples**
  - Corporate Parties
  - Birthday Parties
  - Daycare Groups
  - Youth Sports Teams
  - Family Reunions
  - Girl Scouts/Boy Scouts
  - Special Olympics
  - Fundraisers
  - Tournaments
  - Leagues
- **Book almost everything you can. It's Sunday at 2:15 PM and we have nothing booked for today. How many lanes do I have going right now?**





# Database Management

## Who currently has a database at their location?

- League
- Casual
- Birthday
- Daycare
- Group Events
- Address and/or E-mail
  
- How do you collect the data?
  - Lets take a look at a legal data collection form

# Database Management

## Who currently has a database at their location?

- League
- Casual
- Birthday
- Daycare
- Group Events
- Address and/or E-mail
  
- How do you collect the data?
  - Lets take a look at a legal data collection form

# Data Collection Form

http://www.cavespringslanes.com/1.asp?Page=Join cavespringslanes.com

## Join Email Club

**Name \***

First Middle Last

**Email \***

I give permission for this business to communicate with me via email.

**Birthdate \***

Month Year

**Phone Number \***

### - ### - ####

I give permission for this business to communicate with me via phone calls.

**Note:**  
By submitting this form you are opting in to receive communications from us regarding coupons, specials and more. Your information will be kept confidential and not provided to third parties. You must be at least 13 years of age to complete this form.

Submit Clear All

Leagues

Tournaments

Parties

**FREE Bowling!**  
Click Here!

Youth Programs

Bowling Gift Card

Fundraising

Hours of Operation

Rates

Lounge

10:44 AM  
4/5/2013

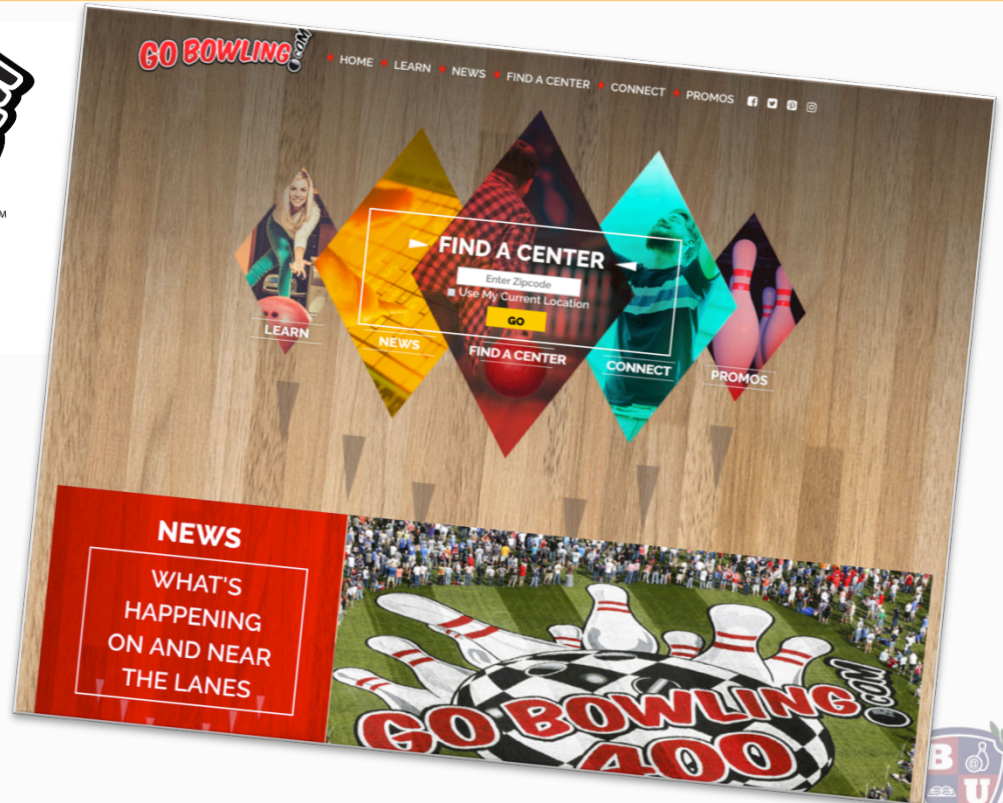
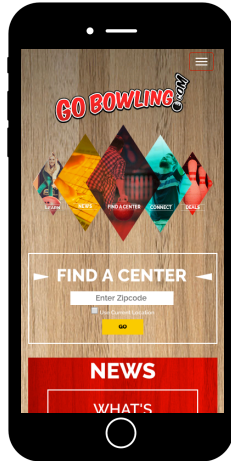
# Database Management

- Join and follow other e-mail & SMS programs to learn best practices on enrollment, frequency, offers & creative
  - Brunswick, AMF, Main Event, Dave & Busters
- **EVEN IF YOU ARE NOT READY TO COMMUNICATE, START COLLECTING DATA NOW!**



# www.GoBowling.com

# GO BOWLING.COM™



# Who Doesn't Love Coupons?

**BOWL FOR A BARGAIN!** Great for parties and events!



**\$ .99  
BOWLING**

**GO BOWLING!** 

**\$24.<sup>99</sup>**  
2 Hours of Bowling  
FREE Shoe Rental  
FREE Pitcher of 



**\$ .99  
BOWLING**

**Thank You For Spreading The Word About [Go Bowling.com](http://GoBowling.com)**  
Enjoy One Free Family Funtastic Value Package For Up To 6 People

2 Hours of Bowling  
FREE Shoe Rental  
FREE Pitcher of 

**GO BOWLING!** 

International Bowling Campus  
621 Six Flags Drive  
Arlington, TX 76011  
800-343-1329

**\$40.00 VALUE**



# WE PUT THE FUN IN FUNDRAISER!

**HOW MUCH DO YOU WANT TO RAISE?**  
\$250...\$500...\$1,000...

**WHY BOWLING???**  
BECAUSE IT IS FUN & EVERYONE CAN DO IT!

**HOW HARD IS IT?**

**IT'S EASIER THAN  
BOWLING A STRIKE!**

**ENCOURAGE STUDENTS, TEACHERS,  
FAMILIES, FRIENDS, NEIGHBORS  
& STRANGERS TO GO BOWLING  
ON YOUR WEEKEND!**

**50% GOES TO YOUR ORGANIZATION**



**ALCOHOL-FREE & SMOKE-FREE  
AFFORDABLE FAMILY FUN!**

## HOW IT WORKS!

1. Schedule Your Fundraiser  
-A weekend (Sat. & Sun.) between April 1st & November 1st.
2. Decide how much you want to raise.  
-Example: 50 people spending \$20 on bowling (average cost) will raise your organization **\$500!**
3. We print half-page flyers for you to hand out.  
- Distribute them to your students, friends, families and/or neighbors.
4. Remind everyone to bring in their flyer & bowl at the Buffalo Lanes location of your fundraiser.
5. We collect the flyers & pair them with the receipts.

**50% OF THE BOWLING  
RECEIPT TOTAL IS YOURS!**

### CAN WE DO A FUNDRAISER AT BUFFALO LANES?

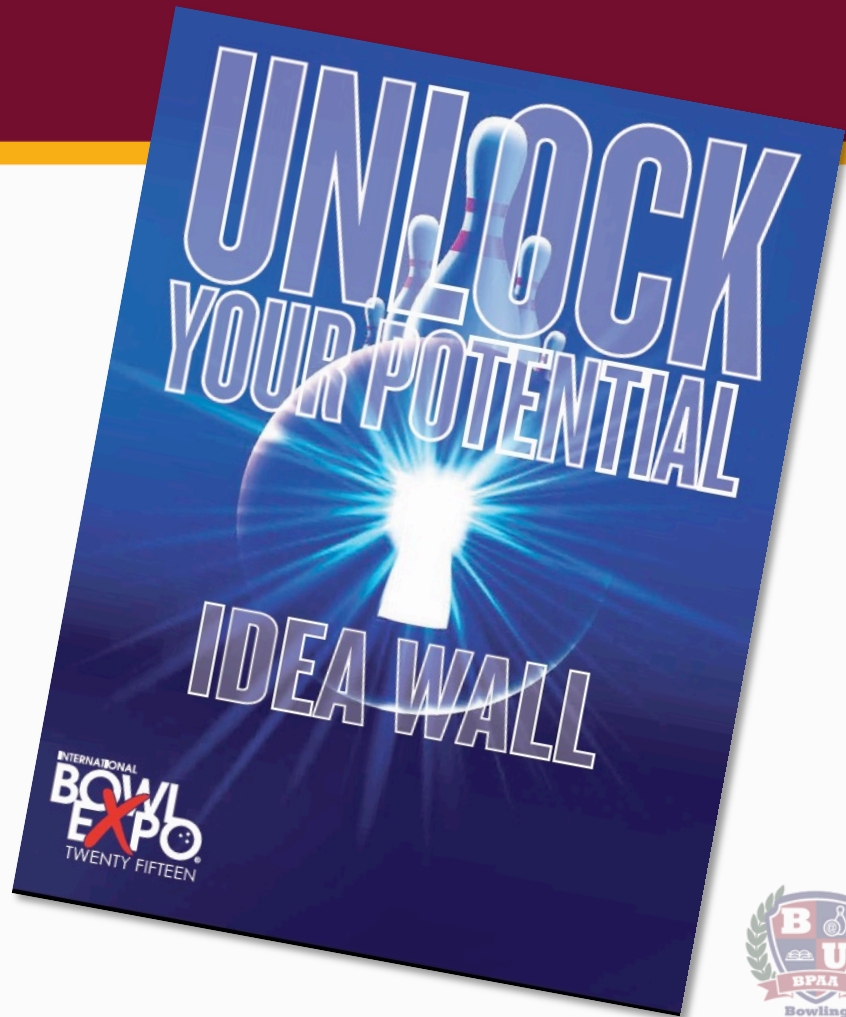
**YES**, if you are one of the following:  
School, PTA, PTSA,  
School Group/Club, Church, Charity  
Organization, Athletic Team and/or any  
not for profit organization.

Check Us Out on the web:  
[www.BuffaloLanes.com](http://www.BuffaloLanes.com)



### HERE IS HOW TO GET THE BALL ROLLING...

Contact the closest Buffalo Lanes location and we will gladly meet with you to discuss how we can help your group and/or organization raise as much as possible. As an added bonus we will work with you on ways to promote your fundraiser to as many people as possible. Visit us on the web at [www.BuffaloLanes.com](http://www.BuffaloLanes.com) for the location nearest you!



# Happy Halloween

Sunnybrook La  
Haunt the Lounge  
Friday October 31st  
Cost: \$10.00

Includes:  
Brat or Dog - Potato Salad,  
(1) Cold Beverage - Treat Bag  
Meet our new DJ & Karaoke  
Cider & Donuts - Scary Drink Spe  
Prizes for the best costume!



SUNNYBROOK  
GOLF BOWL MOTEL

"A Year Round Family Entertainment Center"  
7191 East 17 Mile Road Sterling Heights, MI 483  
27 Championship Holes, 54 Lanes, Sports Lounge, Banquet/MI  
Phone: 313-264-2700 www.sunnybrookgolfandbowl.com Fax

## COME BOWL WITH SANTA AT



FAMILY ENTERTAINMENT CENTER

December 13<sup>th</sup>

Santa will bowl  
and hand out  
candy canes!

Fun for the  
entire family!

\$5.00 Per Person • Includes Shoe Rental  
Bring your cameras, it will be a great photo opp!!!

3901 BROOKE DRIVE, KLAMATH FALLS, OR • 541-273-0700 • [www.facebook.com/EPICENTER.KF](http://www.facebook.com/EPICENTER.KF)



Join us for

# Breakfast with Santa!

Saturday, December 19th  
from 9:30-11:30am

Includes:  
Photo with Santa  
All You Can Eat Breakfast  
& A \$10.00 Game Card!  
\$15.99 Per Child

\$4.99 Per Adult  
(Breakfast Only)





# Holiday Ball Club

**GET YOUR OWN BOWLING BALL  
FOR CHRISTMAS!**



**STARTING  
NOVEMBER XX, 20XX**

**\$10  
PER WEEK**

**ONLY 6 WEEKS!**

Here is What YOU will Receive:

- \* Bowling Ball (Brunswick Target Zone)
- \* 2 Games of Bowling Each Week at 6:30pm
- \* 2 Free Game Passes to Practice per week
- \* Coaching & Instruction

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_



Center Name - Address - City, State Zip - (999) 867-5309  
On the Web at: [www.YourCenter.com](http://www.YourCenter.com)



# Halloween Party

**SPOOKY  
SCREWDRIVER  
OR BLACK  
WIDOW  
\$4.50**



**ZOMBIE  
COCKTAIL  
\$5.95**



**CANDY CORN  
COCKTAIL  
\$5.95**



**CARAMEL  
APPLE  
MARTINI  
\$5.95**



**HALLOWEEN  
SHOTS  
\$5.25**

**\*BLACK  
WIDOW  
VENOM**

**\*BRAIN  
HEMORRAGE**

**\*ALICE  
IN  
NIGHTMARE  
LAND**



**NEW  
MENU  
ITEMS**

**BIG GRILLED CHEESE  
\$3.79**

**\*BBQ BACON  
CHEESEBURGER  
\$4.99**

**\*GRILLED  
MUSHROOM & ONION  
CHEESEBURGER  
\$4.29**

**\*PRETZEL  
BITES  
\$2.99**



**SPECIAL  
HALLOWEEN  
DRINKS**



# Ideas?

- Be creative...
- Things people have in common
- What's in?
  - Xbox or PS4 League
  - Emogi Ball League
  - NFL Ball Leagues

**May Events**  
at the Bowling Center & Pinspotter Cafe

**Weekly Lunch Bowling Special**  
Monday-Friday • 11am-1pm  
• Cost: \$1.00 per game and .50 shoe rental.

**Wacky Wing Special**  
Wednesdays: May 3, 10, 17, 24, 31 • 11am- sold out  
• Choose from BBQ, Honey BBQ, or Sweet Chili wings for only .50 each!

**Scotch Mixed Doubles Tournament**  
Friday: May 5 • 6:30pm  
• \$10 per person, shoe rental \$150  
• Includes 6 games of competition bowling  
• Call ahead to be added to the list, or sign up on the night of the event

**Dollar Bowling Nights**  
Fridays: May 5, 12, 19, 26 • 6pm-10pm  
• Cost: \$1 per game!  
• "Snack Bar Hot Wing Special" - 24 breaded wings for \$20!  
• NOTE: Dollar bowling is open to US ID/ration card holders only. Non-ID card holders will be charged full price for bowling: \$3.25 per

**Sunday League Bowling Special**  
Sundays: May 7, 14, 21, 28 • 1pm-4pm  
• Adults: \$2.00 per game, and shoe rental \$1  
• Must show current USBC (United States Bowling Congress) membership card to be eligible to bowl.

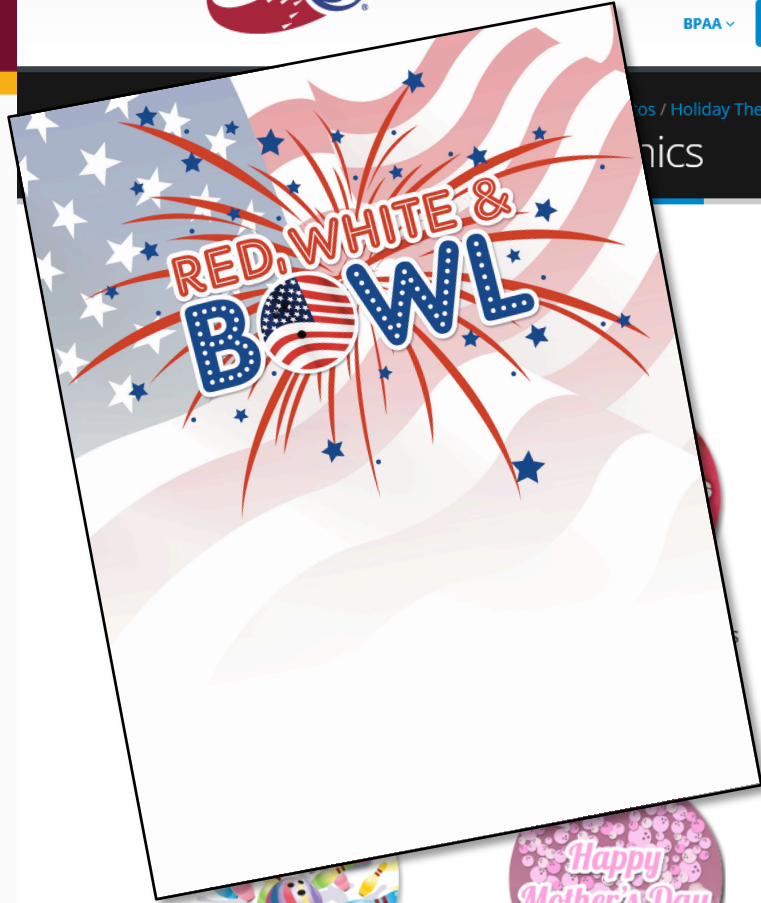
**League Bowler Special**  
Thursdays: May 11 & 18 • 5pm-9:30pm  
• The best time to practice and fine-tune your game!  
• Adults: \$2.00 per game, and shoe rental \$1  
• Must show current USBC (United States Bowling Congress) membership card to be eligible to bowl.

**Mother's Day Bowling Special**  
Sunday: May 14 • 1pm-9pm  
• All moms bowl for just \$1 per game, and shoe rental is free!

**Holiday Hours**  
May 1 (Bank Holiday) 11am-5pm  
May 29 (Memorial Day) CLOSED

Bowling Center & Pinspotter Cafe - Bldg. 616  
DSN 268-3682 / Commercial 01480-843682

423X **FORCE**  
SUPPORT SQUADRON





# Thank You!



**Bowling  
University**

**LEARNING SO EFFECTIVE**

**YOU'LL NEED CROWD CONTROL.**

