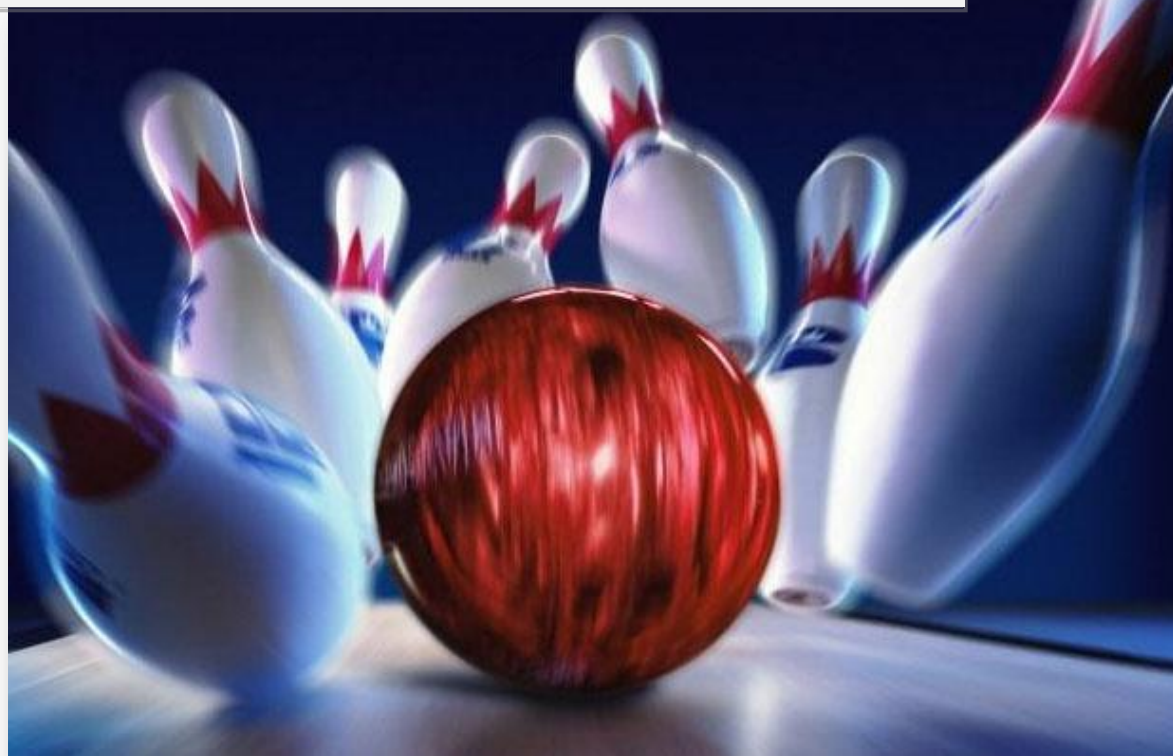


2010

# Youth Bowling Education How-To Guide



*For a lifetime of fun!*



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## **Introduction**

This program was developed to ensure young bowlers are introduced to a life-long activity that provides fun, entertainment and love of the sport. The more you promote the FMWRC Youth Bowling Education Program, the more exciting it will be for patrons and staff, and the more profitable it will be for your center.

The FMWRC Youth Bowling Education Program was originally designed to target children 12 years of age and younger, but has expanded to embrace Army youth through their teens. The components of the youth bowling initiative include *Bowlopolis* lessons developed by FMWRC and Coach Bob Rea, USBC leagues, parties, CYSS youth programs and many other fun bowling initiatives.

This program began in 2009 with 28 participating garrisons operating under the Bowling Proprietors' Association of America (BPAA) *Bowlopolis* branding umbrella and the FMWRC *Youth Bowling Education Program*. Through FY10 the program has grown to 37 garrisons and continues to reach youth worldwide. Promotion, training and merchandising kits were sent to assist bowling centers.

Take time to read this How-To Guide and the BPAA's *Bowlopolis: Building a Youth Brand* How-To Manual provided with your initial BPAA *Bowlopolis Branding Promotional Kit*. This will assist your bowling center in making the most of the combined FMWRC and BPAA program, and will provide all the tools for running a year-round youth bowling program.

**Thank you for making a commitment to youth bowling!**

## Kit Descriptions

If you are new to the program in 2010, you will receive the *Bowlopolis Branding Promotional Kit* and the *FMWRC Youth Education Training Kit*. The kits include the following:

Bowlopolis Branding Promotional Kit:	FMWRC Youth Education Training Kit:
Stand-Up (1)	20' Bowling Lane Carpet with Plastic Pins (1)
3' x 8' Vinyl Banner (1)	Approach Trainer (1)
DVD of Episode #1 "Bowling Anyone?" (200)	Training DVDs (2)
Consumer Flyers (5)	Youth Bowling Banner (1)
Posters (2)	Army's Bowling Training Manual (1)
Window Clings (2)	
"Ask Me About Bowlopolis" Badges (7)	
Counter Pad (1)	
How-To Manual (1)	
Music & Art Files CD (1)	

- **Army's Bowling Training Manual** was developed and written through a partnership between FMWRC and one of the country's leading youth bowling coaches, Bob Rea.
- The **How-To Manual** and lessons support the garrisons with programming under the Army Family Covenant (AFC). Lessons also teach parents/guardians how to actively participate with their children during their lessons.

Note: The manual is divided into three sets of lessons for different age groups. Children can learn in a fun, stress-free environment with others their own age: 4 and under, 5-8, and 9-12. The lessons developed for the 9-12 age group can easily be adapted for the teen segment.

- The **20' bowling lane carpet with plastic pins and ball** teach younger children how to bowl and provides a more age appropriate training area. The carpeted lanes provide centers with the ability to take bowling outside of the facility.
- The **Approach Trainer®** teaches children the proper steps when delivering a ball.

- The two **training DVDs** provide the coach with basic bowling skills and instructions on the use of the bowling lane carpet and instruction on the use of the Approach Trainer®.
- The **Banner** can be used indoors or outdoors to promote the youth bowling program.

All centers will receive a special *Bowlopolis Merchandising Kit* in time for use with all summer bowling programs. We encourage you to replenish these items provided in the kit as you develop your youth program. Please see below for kit information and current prices through the BPAA site.

Bowlopolis Merchandising Kit Products:	
Bowling Pin (2)	Youth Small T-Shirts (1 pack)*
Viz-A-Ball (1)	Youth Medium T-Shirts (2 packs)*
Ball Cups (40)	Youth Large T-Shirts (2 packs)*
Stickers (3 Packs)**	Adult Medium T-Shirts (1/2 pack)*
Magazines (1 pack)***	Adult Large T-Shirts (1 pack)*
Tattoos (100)	Adult X-Large T-Shirts (1/2 pack)*
	Adult XX-Large T-Shirts (1/2 pack)*

\*10 shirts per pack

\*\*10 sheets of stickers per pack

\*\*\*25 magazines per pack

These promotional products are guaranteed to grow new bowlers year-round. To ensure timely product delivery, sign-up with BPAA for deliveries to occur automatically. Please contact [Tennelle@bpaa.com](mailto:Tennelle@bpaa.com) for more information and be sure to mention that you are with the U.S. Army.

## **Ideas for Product Use: BPAA *Bowlopolis* Branding Promotional Kit**

### **Stand-Up:**

- Place the large cardboard stand-up in a highly visible location in your center and use the circle portion (where it says “New adventures in every frame”) to attach and remove decals and new program information. Have your Marketing Office make you a round insert that you can attach to announce your new Youth Bowling Program and its start dates.

### **Banners:**

- The *Bowlopolis* banner lets current customers know about your youth program. You can also use this banner outdoors at fairs and festivals as part of your outreach program.

### ***Bowlopolis* DVDs:**

- Distribute DVDs around the garrison to your CDC, the youth center, schools, the pools, AAFES and DeCA, or at any location where children may be. Customize the sleeve of the DVD with your local information to drive traffic back to your center.
- To reach children and families who do not currently use your programs, set-up the large cardboard stand-up and a table in high traffic locations and hand out the DVDs and flyers promoting the youth bowling lessons.
- Display the *Bowlopolis* logo and play the *Bowlopolis* DVD, jingle and clips on your lane monitors for added visibility to the program.

### **Posters:**

- Print posters and display them in prominent locations around the garrison at your CDC, the youth center, schools, the pool, AAFES and DeCA, or at any location where children may be.

## **Ideas for Product Use: FMWRC Youth Education Training Kit**

### **Training Carpet:**

- Take your training carpets (bowling lane and Approach Trainer®) with plastic balls and pins to fairs, festivals, the youth center, and AAFES and DeCA. Invite people to bowl.
- Promote free games: “Bowl a Strike and Win a Bowling Game at Your Local Army Bowling Center!”

### **Banners:**

- Display the “Spare Time” banner in your center, or at other high traffic locations to drive traffic back to your center.

## **Ideas for Product Use: *Bowlopolis* Merchandising Kit**

### **Bowling Pin:**

- Display in your centers to draw bowling interest (“Win a Free Pin, Learn How!”).
- Use them as giveaways (“Bowl the highest score this summer and receive a pin!”).
- Allow children to sign them for the birthday girl/boy and let it serve as a gift.
- Give one to the child who invited the most friends to participate in the program.
- Do drawings.

### **Viz-A-Ball:**

- Display in your centers to draw bowling interest (“Win a Free Pin, Learn How!”).
- Use them as giveaways (“Bowl the highest score this summer and receive a pin!”).
- Give one to the child who invited the most friends to participate in the program.
- Allow an individual to open the Summer Bowling Program by bowling with the Viz-A-Ball for the first frame (similar to a ribbon cutting).
- Do drawings.
- Take the Viz-A-Ball on the road with you to talk about Youth Bowling.

### **Ball Cups:**

- This product is used only to hold the Viz-A-Ball in place for display purposes.

### **T-Shirts:**

- Have staff wear the branded t-shirts, especially snack bar staff and others that are in high visibility areas that can help sell your program.
- Use them as giveaways at your new personnel orientation on the garrison. Provide the briefer with a few trivia questions about youth bowling that will help promote your program.
- Have a festival or fair coming up? Give t-shirts to the first ten sign-ups for youth lessons.
- Give them to all children participating in your bowling programs.
- Use them as giveaways for those who display a high interest in improving their bowling skills.

**Tattoos/Stickers:**

- Provide them in birthday gift bags.
- Use them as a “Keep up the Good Work” tactic.
- Provide one to every registered player in your program.

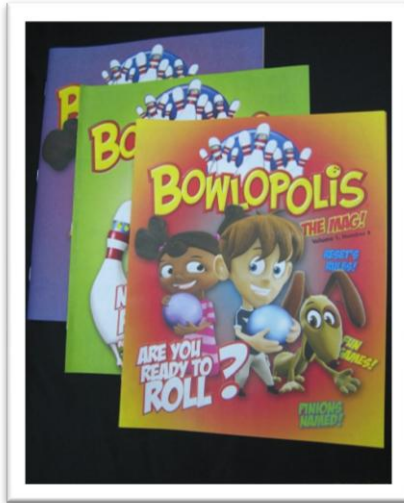
**Magazine:**

- Promote the idea that “Reading is Fundamental.”
- Display in your centers.
- Provide them in birthday gift bags.

**Bowlopolis Merchandising Kit Product Images**



Bowling Pin



Magazines



T-Shirts



Tattoos



Stickers

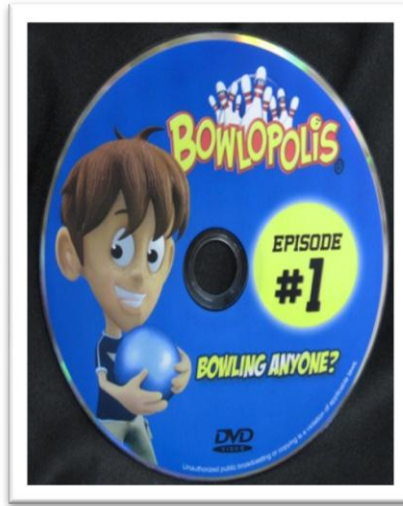


Viz-A-Ball and Ball Cups

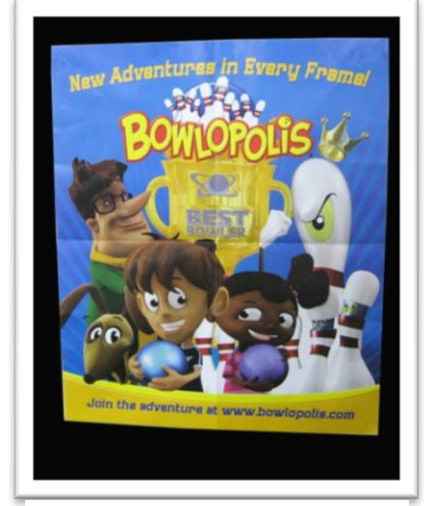
**Bowlopolis Branding Promotional Kit Product Images**



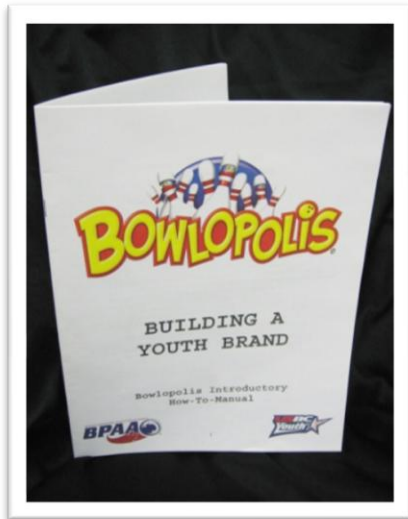
Stand-Up



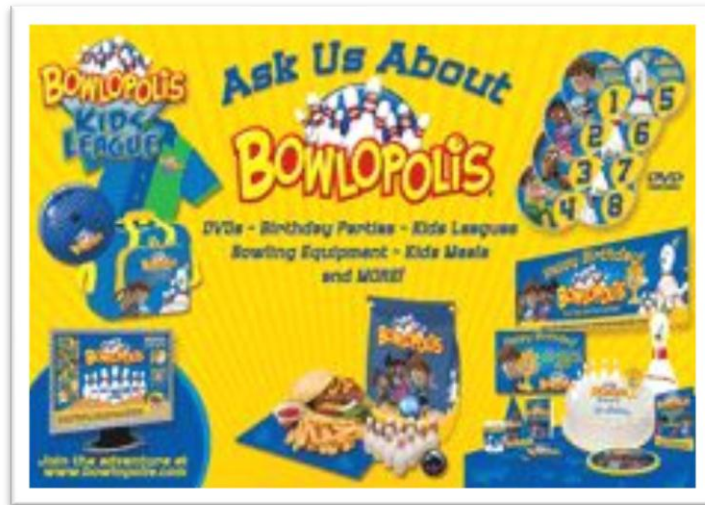
DVD #1: Bowling Anyone?



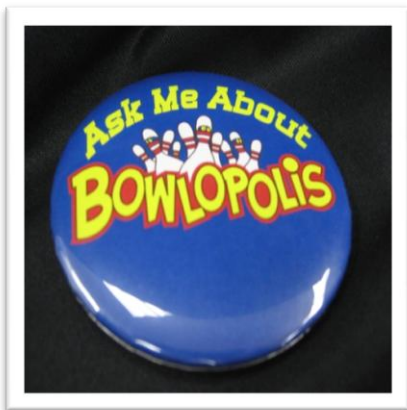
Poster



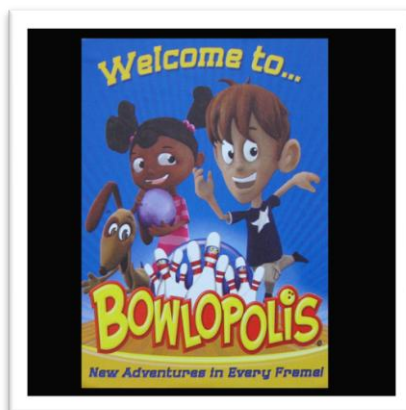
How-To Manual



Counter Pad



Badge



Window Cling



Music & Art Files

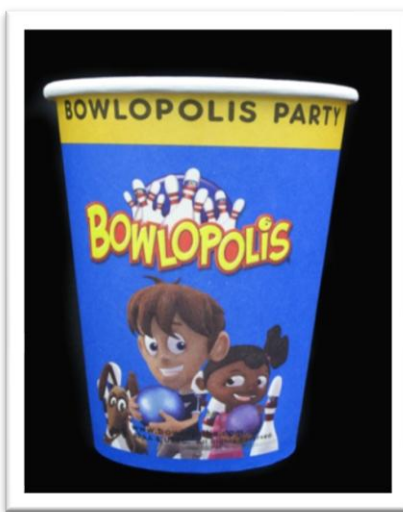


Banner

Additional *Bowlopolis* Products for Purchase



Balloons



Party Cups



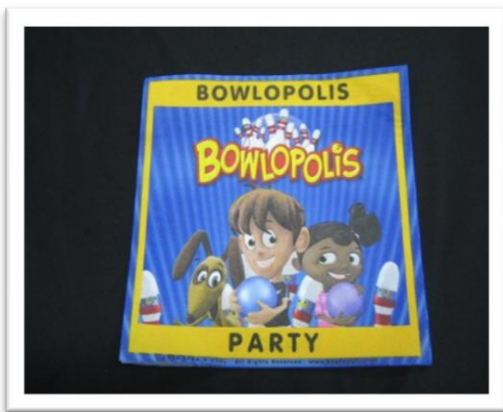
Kingpin Costume



Party Plates



Goody Bags



Party Napkins



Party Invitations

## **Marketing Collateral & Templated Products**

Featured on MWRBrandCentral.com are several customizable templates and marketing collateral that will enhance the marketing of your program. You will find a template for digital signage, posters, labels, flyers, coupons and a round insert display as well as a :30 second commercial spot.

- Poster and digital signage artwork for promotion of youth bowling are available for download. See Attachments 1 and 2.
- Offering free items will drive traffic into your center and promote the brand. The bounce-back coupon template can offer free products or services. The blank space designated on the coupon is for you to input the free product or service your center will be offering. There is also a blank space for you to input your center's information. You should work with your financial office locally to set up the coupon and record the sale. See Attachment 3.

You may pair this coupon with the provided DVD so that children can use them at your bowling centers.

- Download the flyer templates and use the designated blank space on the flyers to input your center's information. See Attachments 4 and 5.
- Customize the round insert display and attach it to the cardboard stand-up display provided to announce your new Youth Bowling Program and its start dates. See Attachment 6.
- Customize your DVDs with your center's information with the label template. You can input your center's information on the labels and place them on the sleeve of the DVDs. See Attachment 7.
- Promote your website in any way possible. Input your center's website on any and/or all of the templates provided to. You may also include the *Bowlopolis* link ([www.bowlopolis.com](http://www.bowlopolis.com)) on your website for those seeking more information.
  - Fun Fact: 62% of all 6-12 year olds have access to the Internet.
  - The *Bowlopolis* website provides youth-friendly content that promotes the sport of bowling.

All of the templates can be found on [www.mwrbrandcentral.com](http://www.mwrbrandcentral.com) under Special Events.

Also available on MWRBrandCentral.com a :60 second commercial spot for *Bowlopolis* and youth bowling that can be played on the television screens within the bowling center as well as at other locations around the garrison such as your CDC, the youth center, schools, the pools, AAFES and DeCA, or at any location where children may be.

## **2009 Program Highlights**

As we enter the second year of this ongoing program, we would like to share with you highlights from those centers who participated in youth bowling initiatives last year.

Highlights are based on 4th quarter reporting from twenty-one bowling centers:

- Twenty-two centers reported they touched the lives of 7,613 children.

Note: It is likely more children were reached had bowling centers counted all other activities where BPAA *Bowlopolis* DVDs, merchandising materials, party kits and FMWRC youth training kits were used. Other activities include youth bowling leagues and tournaments, summer bowling camps, after school programs CYSS and EDGE programs, family nights and birthday parties.

- Average cost to reach each child with *Bowlopolis* was \$3 per child. It is anticipated that this cost will decrease as more children participate.
- Average estimated bowling fees were \$7.85 per child.
- Average estimated snack bar purchase \$4.27 per child.
- Average estimated games per child were four.

## **The Future of *Bowlopolis*/Youth Bowling Education**

The FMWRC Bowling Program will continue to partner with BPAA to keep you informed about new *Bowlopolis* promotions such as branded birthday party packages, new DVD releases and new ideas to attract more youth to your center and your bowling education program.

### **Keys to success:**

- Background check of all bowling center staff who work directly with children.
- Coordinate with your marketing office to ensure your program is advertised in all available media, to include marquees, email messages, radio and television.
- Hang banners in your center and around your garrison.
- Read this How-To Guide and the *Bowlopolis* How-To Manual then brief your bowling center staff. Make sure they know about the DVDs and that they suggest lessons for children of your patrons at every opportunity.
- Make sure your cashiers and counter personnel are wearing their buttons and explaining the program. If they aren't excited no one else will be.
- Enlist the support of your CYSS, local schools and other organizations to promote participation.
- Charge for the lessons. This will enable you to have a sufficient number of staff to make the program a success and to replenish training equipment as needed. A minimum price of \$5 per lesson is recommended. Better yet, offer a package price with a discount if the whole block of lessons is paid in advance. Add other components to the package and increase your price accordingly (i.e. a t-shirt and/or a ball at the end of lesson completion).
- Track and report your quarterly progress using the reporting spreadsheet provided.
- Make use of bounce back coupons with your DVDs to encourage children to bring their families back to the center. The coupon template is provided on the MWRBrandCentral.com website.

## Summer Program Ideas

The following ideas and many more can be found in the *Bowlopolis* How-To Guide:

- Celebrate summer with a “School is Out!” *Bowlopolis* party. Make sure you have staff and coaches there to talk to the parents about your upcoming lessons.
- Use materials available on [www.bowlopolis.com](http://www.bowlopolis.com) or in the Youth Bowling Lessons manual to offer coloring contests. Display the entries around the center. Offer food, free bowling games or video game tokens as prizes.
- Hold a *Bowlopolis* lock-in. Show the DVDs and ask kids to speculate on where the next episode will take Layne and his friends. Every episode ends in a cliff-hanger.
- Introduce the new DVD episodes with a Saturday morning DVD release party or red carpet premiere. Play the 25 second music clips and the *Bowlopolis* jingle during the event.
- Name some of your popular kids’ items after the *Bowlopolis* characters: Carrie’s Cola or Layne’s Lunch Special.

Involve Your Staff:

- Ensure promotional materials are displayed throughout your center. Don’t forget to promote outside your center as well.
- Set-up lessons and don’t limit them to just Saturdays or weekends. Children 4 and under may be available on a weekday morning or afternoon.
- Reach out to your customer base to determine the most convenient times for each age group as well as their parents.
- Partner with local CYSS to bring children to the center to participate. Don’t short staff. You need an adequate number of staff to provide lessons. Reference the Youth Bowling Lessons manual for more detailed information about staffing requirements.
- Coordinate with your local schools and youth centers prior to school’s end to ensure students know about the promotion and are encouraged to come to the bowling center to sign up for lessons and to bowl.
- Inform customers about *Bowlopolis* and the new bowling lessons program and invite them to come back with their children.
- Participate in youth coaching training opportunities offered by the Army Bowling Program.

- Look for opportunities to take your carpet bowling lane and promotional materials outside the center to generate interest in youth bowling.

## Attachment 1 - Sample Poster



This summer,  
spend their  
*spare*  
time wisely.

Youth programs are available at many Family and MWR Bowling centers. This excellent opportunity provides parents with an interactive learning environment on a Family budget. Keep their bodies active and their minds busy with programs for children ages toddler to 18.

Children develop bowling skills, learn the game and how to keep score. Lessons, leagues and themed birthday parties are also available.

[www.mwrpromotions.com](http://www.mwrpromotions.com)



Attachment 2 – Sample Digital Signage

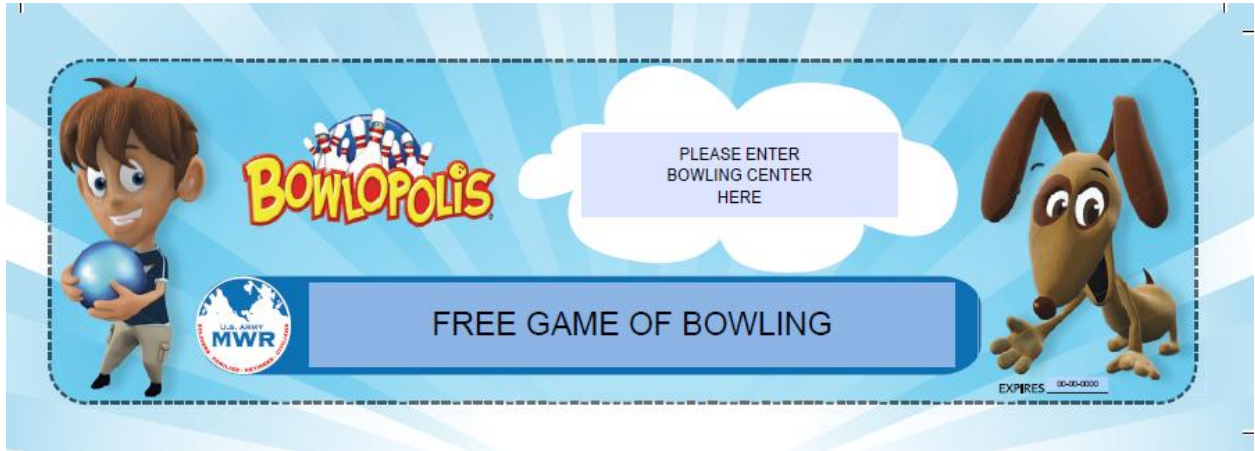


Youth bowling programs now available.

[www.mwrpromotions.com](http://www.mwrpromotions.com)



**Attachment 3 – Sample Bounce Back Coupon**



Attachment 4 - Sample Flyer 1

**Join** **BOWLOPOLIS**  
LEAGUE TODAY

Have Fun & Make New Friends!

PLEASE  
ENTER  
INFORMATION  
HERE

Improve  
Your Bowling Skills

Bowling  
is a great activity for everyone!

Win  
Cool Awards!

**BOWLOPOLIS**

[www.mwrpromotions.com](http://www.mwrpromotions.com)

MWR

Attachment 5 – Sample Flyer 2

**Keep**  
**YOUR CHILDREN'S**  
**BODIES ACTIVE & THEIR MINDS BUSY**

Programs for children ages toddler to 18!

PLEASE  
ENTER  
INFORMATION  
HERE

Your children will develop bowling skills,  
learn the game and how to keep score!

**LESSONS, LEAGUES AND THEMED PARTIES ARE ALSO AVAILABLE!**

**Bowlopolis**

[www.mwrpromotions.com](http://www.mwrpromotions.com)

**Attachment 6 - Sample Round Insert Display**



**Attachment 7 - Sample Label**

