

A **Future** FOR  
THE **Sport**



# Non-Profit & For-Profit Partnership



# Remember the Fundamentals

A Future FOR  
THE Sport

- The bowling center is the field we get to play on.
- We are guests who they allow to operate events on their lanes.
- When we can help them win, we all win.
- Make it easier for the Center to say yes



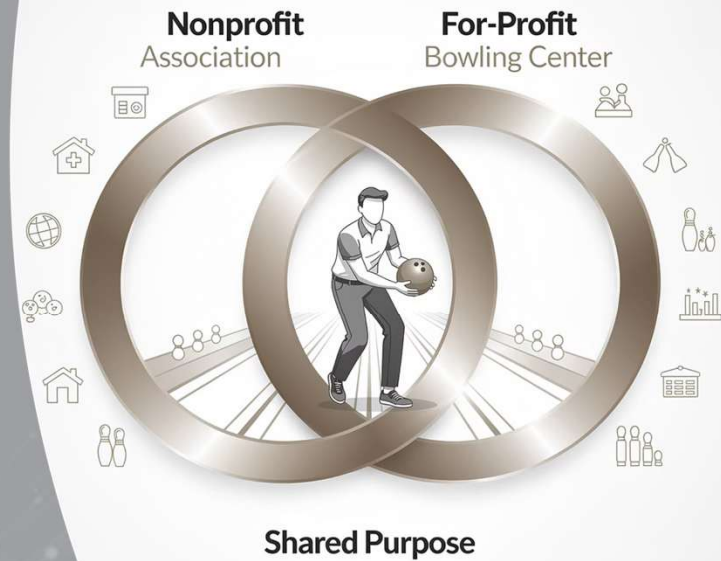


# Two Worlds, One Bowler

A **Future** FOR  
THE **Sport**

USBC local associations are nonprofit organizations working inside for-profit businesses, bowling centers.

This overlap can create opportunities for us.





# Let's Be Honest

## Raise Your Hand If...

your board has reached out or had internal board discussions about issues with centers in your association?

No matter how good it is, it could always be better.



# Understanding The Two Lenses

A **Future** FOR  
THE **Sport**

## Non-Profit (Association)

- **Driven by:**
  - certification
  - awards
  - tournaments
  - youth
  
- **Measures success in:**
  - participation
  - member satisfaction
  - program quality

## For-Profit (Center)

- **Driven by:**
  - open play
  - food and beverage
  - birthday parties
  - corporate events
  - leagues
  - tournaments
  
- **Measures success in:**
  - lane utilization
  - per head spend
  - per lane spend



# Who's in Control

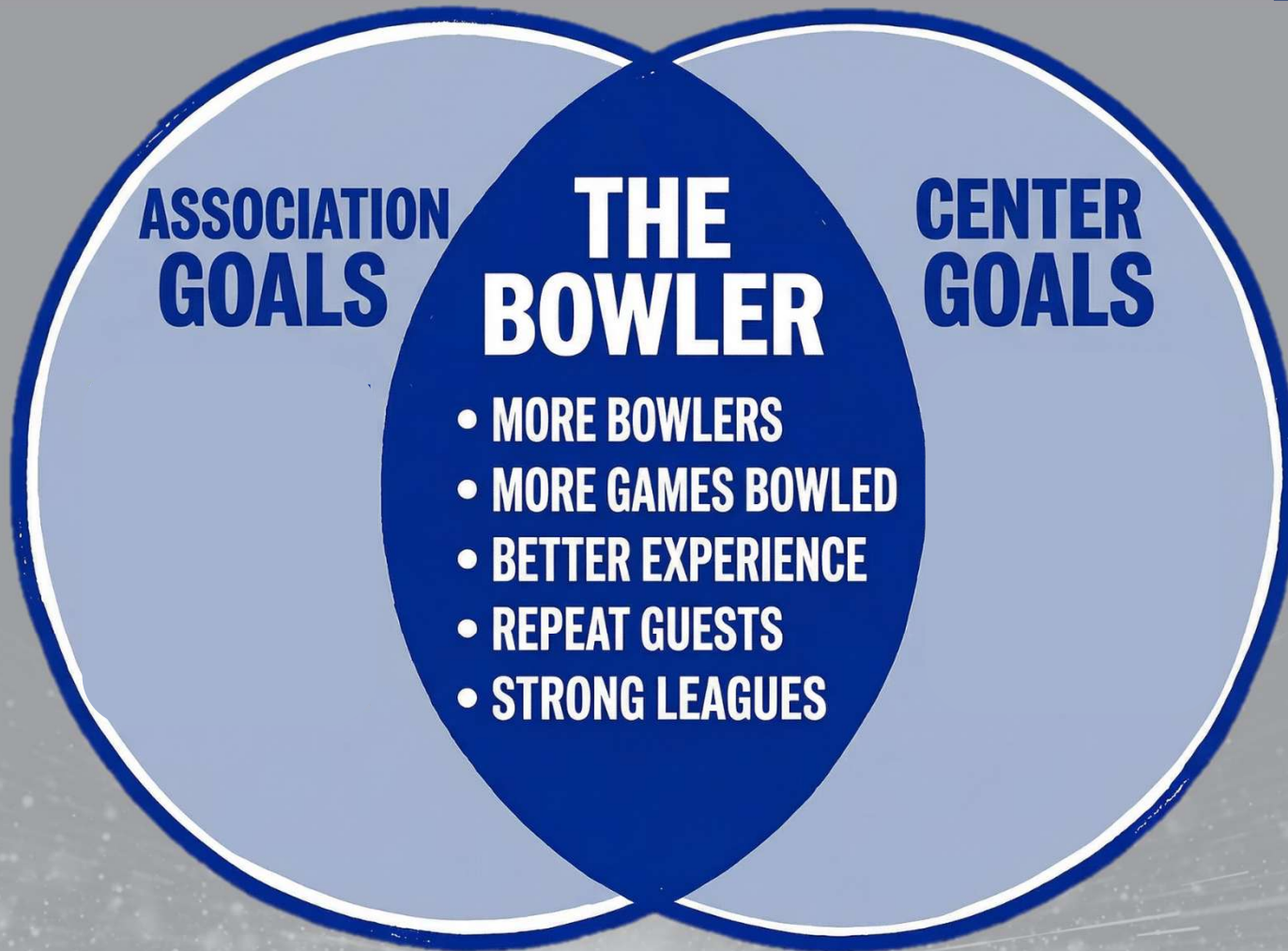
A **Future** FOR  
THE **Sport**

- Tournament offerings
- Awards programs
- Lane availability
- Communication with bowlers
- Recognition programs
- Board behavior
- Hours of operation
- Pricing structure
- Staffing decisions
- Facility upgrades
- Birthday/corporate business
- Food & beverage offerings



# Where Our Worlds Overlap

A **Future** FOR  
THE **Sport**





# Essential Planning Tools

A **Future** FOR  
THE **Sport**



## Center Profile Sheet

Document notes on busy vs. slow times, preferred contact methods, communication preferences, and what's important to them (youth programs, parties, leagues, corporate events).

**Update frequency:** Once a year minimum. This encourages building relationships with center management.



# Opportunity Point #1: Lane Time Requests

A **Future** FOR  
THE **Sport**

## Association Request

"We need weekend lanes for the tournament"

## Center Challenge

"We make more money with open play or birthday parties"

## The Reality

Competing revenue streams for the same limited resource





## Opportunity Point #2: Youth Programs & Scholarships



### Association Request

"We want youth events with affordable lineage."

---

### Center Challenge

"We still have the same payroll, power, and maintenance costs to cover."

---

### The Reality

We all want bowling centers to stay open—they need to make money.



# Opportunity Point #3: Marketing & Promotion

A **Future** FOR  
THE **Sport**

## Association Request

"Please promote our tournaments and annual meeting to your customers."

## Center Challenge

"We already have in-house promotions running, and our staff has limited bandwidth to remember additional requests."

## The Reality

Centers are juggling multiple priorities. When we see it through the proprietor's eyes, our approach changes.





# Building the Win-Win

A **Future** FOR  
THE **Sport**

A simple three-step framework for proposing ideas that respect the center's business reality.

01

## Lead With Their Reality

Acknowledge lane revenue needs, staffing constraints, other events, and seasonal patterns.

*Example: "We know Saturdays are your highest open play days and birthday party times..."*

02

## Show How Your Request Supports Their Goals

Connect your idea to traffic on slower days, new customer exposure, repeat business, or community image.

*Example: "If we run this youth scholarship event on Sunday early evening, we'll bring in X teams and their families who may return for birthday parties or open play..."*

03

## Share What the Association Will Do to Help

Offer promotion, staff/volunteers, check-in, bracket management, social media promotion, recognition, and MC work.

*Example: "We'll handle check-in, awards, and announcements. Plus we'll promote your center in all marketing materials..."*

# Your Next Step

Complete the checklist or center profile sheet with a center proprietor or manager. Use the win-win framework to address one friction point or propose one new idea.



- Who will I talk to?
- When will I schedule the conversation?
- What specific topic will I address?