

OFFICIAL GUIDEBOOK



BOWLOPOLIS®

WELCOME TO BOWLOPOLIS

Thank you for recognizing the value of youth bowling by committing to the Bowlopolis brand – a program for kids ages eight and younger developed jointly by the Bowling Proprietors' Association of America (BPAA) and the United States Bowling Congress (USBC). All BPAA and USBC programs offered for this youth segment are now branded Bowlopolis!

With Bowlopolis, your bowling center has the opportunity to increase awareness, revenue and youth bowling participation with kids. At the national level, the Bowlopolis team helps you reach parents and kids through the interactive content on www.bowlopolis.com and provides all 21 episodes of the cartoon series on The Sport of Bowling - USBC YouTube channel! In addition we research and develop programs and products that can help you reach the eight-and-under youth segment more frequently and in an impactful, relevant way.

Bowlopolis offers a variety of assets and products that can be leveraged at the center level both as an ongoing youth program and promotionally during key seasons to bring kids into your center. By leveraging the demand of the entire industry for high-quality products, we are able to secure extremely competitive prices on party supplies, DVDs and more. We encourage you to explore all that Bowlopolis has to offer.

Welcome to the Bowlopolis family! Stay tuned for Bowlopolis updates. We'll send you e-mails as new materials and products become available. We'll also make updates to the Youth Resource Center, an easy-to-use online hub for all of your youth development needs. Should you have questions about Bowlopolis, need more materials or have ideas for future programs, please contact us.

We look forward to hearing your Bowlopolis success stories!

INTRODUCTION

Build your youth business with Bowlopolis, an entry-level youth brand that introduces kids ages eight and under to bowling. In addition to teaching kids the fundamentals of the game, Bowlopolis leverages fun animation, story-telling and activities to create an engaging user experience. **Through creative implementation of Bowlopolis products and marketing materials at the local level, Bowlopolis comes to life in bowling centers to attract and retain youth bowlers.**

Your center is Bowlopolis! When a child walks into your center, they should feel like it is the place where all of the characters from Bowlopolis come to have fun.

OBJECTIVES

With Bowlopolis, your bowling center can engage new youth bowlers for the first time. Our primary objectives are to introduce youth to bowling in an exciting new way, increase the frequency of their visits to your center and then convert them from casual play into longer organized-play programs.

As a Bowlopolis center, we encourage all of your under eight youth activities to carry the Bowlopolis theme. Bowlopolis should be leveraged both as an ongoing program and promotionally during key seasons to bring youth into your center.



MEET THE BOWLOPOLIS CHARACTERS



RESET

LAYNE

CARRIE

MR. KEGLER

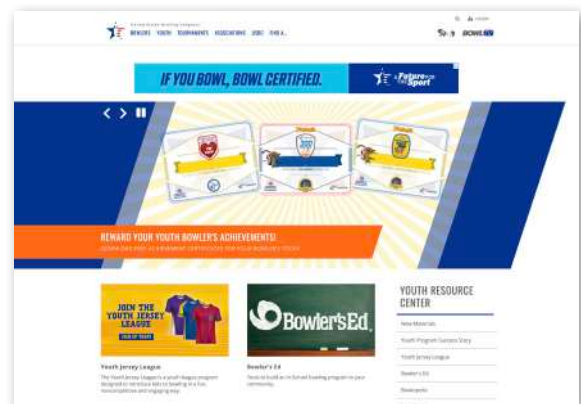
KINGPIN

PINIONS

YOUTH RESOURCE CENTER

The Youth Resource Center is a website developed specifically for proprietors and youth personnel to use in order to gain access to Bowlopolis assets. Here you can read through our library of How To's and Tips to get advice on how to best implement Bowlopolis in your center. You can also download customizable flyers, free game coupons, certificates and graphic files to use to promote Bowlopolis within your center from the Marketing Materials section. If you need to create something that we haven't provided a template for, you can access the Bowlopolis logo and character art to design your own in the Graphics section.

To access the Youth Resource Center, go to bowl.com/youthresourcecenter. Check back often for seasonal updates and the most current Bowlopolis product pricing and ordering information.



WAYS TO PROMOTE BOWLOPOLIS IN YOUR CENTER

Fundraising Events – Theme events with youth organizations such as Big Brothers/ Big Sisters, Boy and Girl Scouts in order to familiarize your community with Bowlopolis.

Clubs or Leagues – Theme fun and competitive activities around Bowlopolis. Use these events to show the cartoon series on YouTube.

Character Look Alike Contests – For Halloween or any fun time, run contests for kids (and families) dressed like Layne, Carrie, Mr. Kegler, Kingpin or even Reset! Take plenty of pictures and hang them throughout the center for people to vote on winners.

Birthday Party Contest – Customers of all types enjoy opportunities to win something. Hold a drawing to win a free Bowlopolis birthday party. Create the contest sign-up forms to capture email addresses of all parents. Then, record the new database and use the list for email alerts to remind parents of new Bowlopolis developments.

Food and Beverage Themed Items – Create names for each flavor of drink and meal to coincide with the Bowlopolis brand, such as Carrie's Cola, Kingpin's Revenge, Layne's Lunch and others.

School Parties – Celebrate back-to-school, Spring Break and other holiday events with a Bowlopolis party. Why wait for a birthday party to start celebrating... Parents are always looking for ways and ideas to entertain the kids during school breaks

Lock-ins – Theme lock-ins during the school year around Bowlopolis. Run events during the night around a central theme – have food in "Kegler's Korner," bowl on "Layne's Lanes," play games called "Carrie's Capers," hold events (or time-out) in the party room "Reset's Room" and many other fun ideas.

Bowling Blast-offs – Use the Bowling Blast-off materials and theme the day around introducing kids to the Bowlopolis brand.

Bowlopolis Coloring Contests – As part of programs for young kids (after school, in-school and others), conduct creative coloring contests. Display all of the entries in your center to build further excitement around Bowlopolis. Award Bowlopolis-themed prizes by age groups and recognize the kids during youth events.

Bus/Van – Centers having vans or buses for youth programs should consider applying the Bowlopolis logo on the side. You can create a magnetic sign (under \$50 online) or paint a large logo on the side to build awareness of the brand.