



# Running Successful Tournaments



## Agenda

- Tournament Prep
- Management
- Promotion
- The Event
- Post Tournament
- Bowler Recognition
- Why They Don't Bowl





# Tournament Prep

- Format
- How far in advance do I schedule?
- How do I find a center?
- Scheduling the event
- Rules/Entry forms



# Tournament Format

- Team, Doubles & Singles, All Events
- Three person team
- Doubles only
- 5 game singles event

*There are many possibilities...*



# Tournament Format

- Association Championship Tournament
  - ✓ Use any format you wish **EXCEPT**:
    - a) Pro-Am Tournament - Rule 301e
    - b) Mail-o-Graphic - Rule 302
    - c) Modified Formats - Rule 3
- You **CAN** hold your Open & Women's event at the same time
  - ✓ Separate Open & Women's divisions (check state laws)
- Host them separately and use different formats
- **Did You Know?**
  - ✓ Different divisions don't need to have the same format or entry fee?



# How far in advance to schedule?

Association Tournament (Schedule may vary)	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Approve dates, times, lineage & format	o											
Finalize rules and entry form		o										
Promote event and find bowlers				o	o	o	o					
Collect & process entries					o	o	o	o				
Conduct competition & determine winners								o				
Award prizes									o			

*It's an ongoing process...*



# How Do I Find a Center?

## Bid Process

- ✓ Develop a formal process
  - Be fair to everyone
    - All centers who meet criteria should be included
  - Don't base selection on lineage price only
    - Develop pricing and indicate what price should be in the bid
- ✓ Other Amenities
  - Meeting Room/Tournament office/Bowling ball storage
  - Special offers for tournament bowlers
    - Discount at snack bar
    - Discount in pro shop



# How Do I Find a Center?

## Rotation process

- ✓ Pricing
- ✓ If you are required to go to a certain center, how is pricing done?
- ✓ Fair to all?
- ✓ Bowler discounts



# Scheduling

## Time of year is important

- Traditional Association Tournament "season"
  - Too early in the season
    - » *Bowlers aren't in tournament mode*
    - » *Not enough time to promote*
  - Too close to the holidays
    - » *Too many other things going on*
    - » *Money*
  - Too late in the season
    - » *Bowlers are getting tired*
    - » *Other things becoming important*



# Scheduling

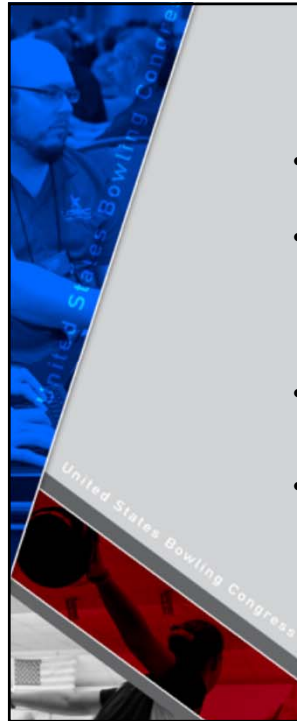
## Consider dates NOT on weekends

- Don't ask proprietors to "trade dollars"
  - ✓ Birthday parties
  - ✓ Cosmic bowling
  - ✓ Youth leagues
- Hold small squads on weeknights (if lanes are available)
- Squad times – what is best for your bowlers?
- Single Center Associations
  - ✓ Consider holding city tournament during leagues
    - Everyone must enter
    - Can't count for both tournament and league play



# Finalize Rules & Entry Form

- Make sure all rules are updated and comply with USBC Playing Rules
- Review average and handicap rules
  - ✓ Adjust as necessary – do what is best for the bowlers
  - ✓ Favorable divisions and handicap systems will increase entries
- Make them look appealing – this is an advertising piece!
- Most importantly – Proof read it
  - ✓ Have several people proof read it
  - ✓ When it's all done... ***proof read it again***



## ORLANDO REGIONAL BOWLING ASSOCIATION 75th ANNUAL CITY TOURNAMENT



SANCTIONED BY THE UNITED STATES BOWLING CONGRESS

IN MEMORY OF J.J. GARRETT, ORBA HALL OF FAME, ORBA LIFETIME MEMBER, FLORIDA STATE HALL OF FAME

TEAM EVENT  
THREE POINT BOWLING CENTER  
7470 HOFFNER AVENUE  
ORLANDO  
407/273-1530

DOUBLES & SINGLES  
AMF SKY LANES  
7401 S. ORANGE BLOSSOM TRAIL  
ORLANDO  
407/855-5731

### ENTRIES CLOSE SUNDAY, MARCH 17, 2013

ENTRY FEE PER ENTRANT, PER EVENT - \$21.00  
 \$9.25 PRIZE FEE (RETURNED 100%)  
 \$6.75 BOWLING FEE (INCLUDING TAX)  
 \$5.00 TOURNAMENT EXPENSE  
 \$3.00 (OPTIONAL) ALL EVENTS, HANDICAP - \$2.75, PLUS \$ .25 EXPENSE  
 \$7.00 (OPTIONAL) ALL EVENTS, SCRATCH - \$6.75, PLUS \$ .25 EXPENSE

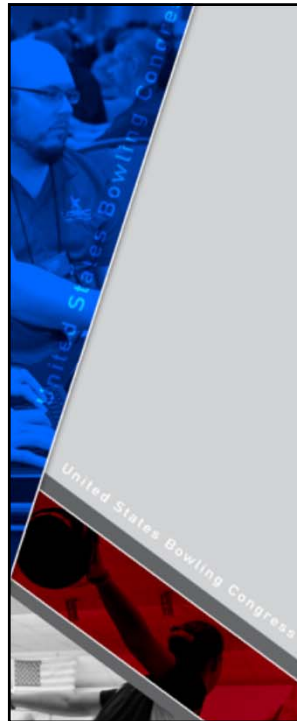
### BRACKETS - \$5.00

ONE PRIZE FOR EACH EIGHT ENTRIES  
(ALL EVENTS - ONE IN TEN)  
 HANDICAP BASED ON 90% OF 220 SCRATCH - BOWLERS MAY ENTER ONLY ONCE IN EACH EVENT  
 USBC CHAMPIONSHIP AWARDS WILL BE AWARDED TO HANDICAP AND SCRATCH WINNERS OF EACH EVENT.

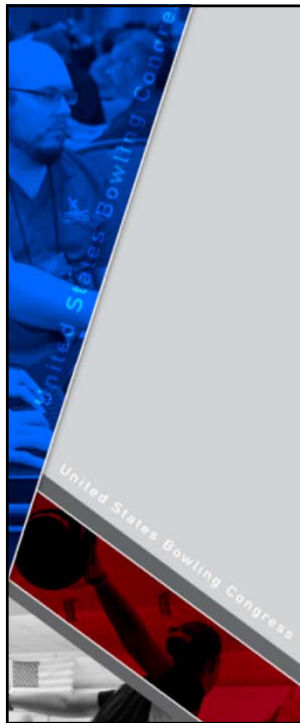
MAIL ENTRIES TO:

ORLANDO REGIONAL BOWLING ASSOCIATION  
10749 E. COLONIAL DRIVE  
ORLANDO FL 32817-4439  
PHONE 407/447-4622  
FAX 407/447-PINS (7467)  
EMAIL gobaboc@aol.com

DO NOT MAIL ENTRIES TO  
BOWLING ESTABLISHMENTS







OFFICIAL ENTRY FORM  
**USBC-TRACY BOWLING ASSOCIATION ANNUAL CHAMPIONSHIP TOURNAMENT**  
 USBC-TBA'S TEAM/DOUBLES/SINGLES - TOURNAMENT DATES: 3/5, 3/6 & 3/12, 3/13 2016  
 ENTRIES CLOSE BY 5:00pm, WEDNESDAY, 2/24/2016  
 \*\*\*ABSOLUTELY NO WALK-IN'S NO EXCEPTIONS!! \*\*\*  
**THIS FORM MUST BE FULLY COMPLETED BEFORE SUBMITTING**

I have read the foregoing and agree to abide by all rules and regulations.  
 X \_\_\_\_\_  
 Team Captain's Signature  
 Phone: ( ) \_\_\_\_\_  
 Team Name: \_\_\_\_\_  
 League: Please Print \_\_\_\_\_

**TEAM EVENT ENTRY PER PERSON**  
 Prize Fee: \$ 13.00  
 Lineage: \$ 6.00  
 Expenses: \$ 1.00  
**TOTAL: \$ 20.00**

**TEAM SQUAD TIMES**  
 Saturday 3/5/2016 10:00am  
 Sunday 3/6/2016 10:00am  
 Saturday 3/12/2016 10:00am  
 Sunday 3/13/2016 10:00am  
 PLEASE CIRCLE PREFERRED SQUAD TIMES

TEAM LINE UP	USBC No.	AMT. PD.
1		
2		
3		
4		

**ENTRY PER PERSON PER EVENT**  
 Prize Fee: \$ 13.00  
 Lineage: \$ 6.00  
 Expenses: \$ 1.00  
**TOTAL: \$ 20.00**

**DOUBLES / SINGLES**  
**DOUBLES SQUAD TIMES**  
 Saturday 3/5/2016 2:00pm  
 Sunday 3/6/2016 2:00pm  
 Saturday 3/12/2016 2:00pm  
 Sunday 3/13/2016 2:00pm

**SINGLES SQUAD TIMES**  
 Saturday 3/5/2016 3:00pm  
 Sunday 3/6/2016 3:00pm  
 Saturday 3/12/2016 3:00pm  
 Sunday 3/13/2016 3:00pm  
 (Times are approximate)

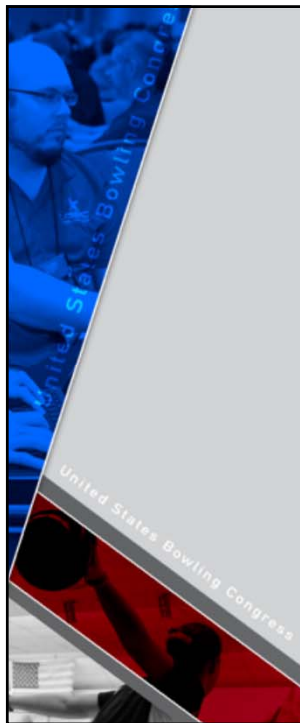
PLEASE CIRCLE PREFERRED SQUAD TIMES

DOUBLES LINE UP	USBC No.	ALL EVENTS	AMT. PD.
1		Yes <input type="checkbox"/> No <input type="checkbox"/>	
2		Yes <input type="checkbox"/> No <input type="checkbox"/>	
1		Yes <input type="checkbox"/> No <input type="checkbox"/>	
2		Yes <input type="checkbox"/> No <input type="checkbox"/>	

SINGLES LINE UP	USBC No.	ALL EVENTS	AMT. PD.
1		Yes <input type="checkbox"/> No <input type="checkbox"/>	
2		Yes <input type="checkbox"/> No <input type="checkbox"/>	

Optional All-Events Fee is \$5.00  
 If bowling all 3 events & All-Events, Total fees are \$65.00  
 Total Fees Remitted: \$ \_\_\_\_\_

**\*\*PAYMENT MUST ACCOMPANY ENTRY\*\***



Greater Danbury USBC Association  
 2016-2017 CHAMPIONSHIP BOWLING TOURNAMENT  
 USBC Certified



**BROOKFIELD LANES**  
 840 Federal Rd, Brookfield CT 06804  
 March 19, 25 and 26, 2017  
 Tournament Director  
 Joel Reichin

PRIZE FEE RETURNED 100%, PRIZE RATIO AT LEAST 1 IN 8 (ALL EVENTS 1 IN 10)  
 USBC CHEVRONS FOR FIRST PLACE IN EACH EVENT

**CONTINUING THIS YEAR**  
**SEPARATE SCRATCH DIVISION**  
 Entry fee for Scratch Division is \$5.00 per person, per event

ALL BOWLERS MUST MEET ELIGIBILITY RULES, SEE RULE #3  
 ALL PARTICIPANTS AGREE TO ABIDE BY THE DRESS CODE AS STATED IN RULE 16  
 HANDICAP = 100% OF 240 - NO MAXIMUM HANDICAP  
 This is an OPEN Championship Tournament  
**WALK-INS ARE WELCOME if lanes are available**  
 ENTRIES CLOSE 1/2 HOUR BEFORE FINAL SQUAD

ENTRY FEES

FOUR PERSON TEAM.....\$100.00 per team  
 Prizes \$62.00, Bowling \$38.00, Expenses \$2.00

DOUBLES / SINGLES EVENT.....\$100.00 per team  
 Prizes \$62.00, Bowling \$38.00, Expenses \$2.00

ALL EVENTS (Optional).....\$5.00 per bowler

SCRATCH DIVISION (Optional-per event).....\$5.00 per bowler

Make all remittances by check or money order payable to:  
**GREATER DANBURY USBC ASSOCIATION (GDUSBC)**  
 Mail to:  
 Joel Reichin, Tournament Director  
 106 Old Brookfield Rd, Unit 6-2, Danbury, CT 06811  
 joel@gdusbc.net





Lake County Bowling Association  
22<sup>nd</sup> Annual  
Senior Singles Tournament

**Lakeside Lanes**

900 S Lake St. Mundelein, IL 60060  
847-949-5700

Saturdays, October 3<sup>rd</sup> & 10<sup>th</sup> 2015  
Sundays, October 4<sup>th</sup> & 11<sup>th</sup> 2015  
All Squads start at 12:00 P.M. Noon.

Open to all USBC Certified Bowlers  
Who are Lake County BA Certified Bowlers  
And are 50 years of age and over as of October 3, 2015  
Handicap will be based on 90% of 220

Cost: \$25.00 = Fees & Expenses: \$11.00 + Prize Fund: \$14.00

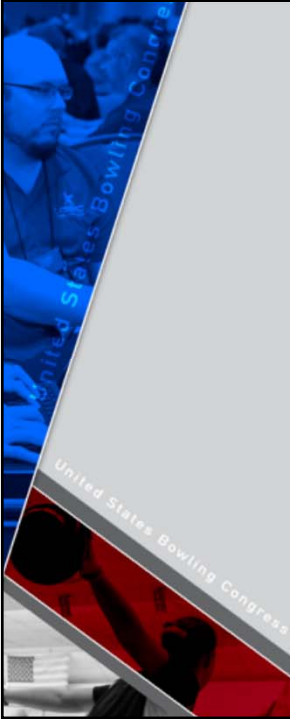
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Birthday: \_\_\_\_\_  
Center \_\_\_\_\_  
League \_\_\_\_\_  
USBC ID# \_\_\_\_\_ Average \_\_\_\_\_

All Squads 12:00 P.M. Noon Start  
Saturday: [ ] October 3, 2015 [ ] October 10, 2015  
Sundays: [ ] October 4, 2015 [ ] October 11, 2015

Mail Entries to: LCBA 1227 Anthony Ct. Antioch, IL 60002  
E-mail: lakecountyusbc@gmail.com



*Rules are  
on the back!*



**10th Annual**

RUNNING  
67  
YEARS



A Handicap Tournament  
with Optional Scratch  
Divisions

**Open Championships**

**March 19 - April 24, 2016**

(Unless extended if entries warrant)

Entries Close: April 24, 2016  
Reserved Entries Close: January 19, 2016

HOWEVER, entries postmarked after February 18, 2016 will incur a \$5 late fee per person

**HOSTED BY:**

**The Mineral Area USBC Association**



**TEAM EVENT**  
Bonne Terre Family Fun Center  
111 Old Orchard Rd.  
Bonne Terre, MO 63628  
(573) 358-5007

**SINGLES & DOUBLES EVENTS**  
Farmington Family Fun Center  
765 Weber Road  
Farmington, MO 63640  
(573) 756-6161



Entry Blanks, Lane Availability, Squad Assignments and Standings available on our website: [www.MOUSBC.org](http://www.MOUSBC.org)





Greater Mobile U.S.B.C. Bowling Association  
72<sup>nd</sup> ANNUAL

# Men's City Tournament

At CAMELLIA Lanes  
(Handicap 90% of 220) (White # 1 Pattern)

**Two Weekends**  
Saturday FEB 4th, 2017 & Sunday FEB 5th, 2017  
Saturday FEB 11th, 2017 & Sunday FEB 12th, 2017

**Team - Singles / Doubles - All Events**  
(5-Man)

**SQUADS: SAT = 12PM & 4PM SUN = 12PM & 4PM**

Multiple Team and Multiple Doubles Allowed With Paid Entry.

> Entry Forms Available at Front Desk at Camellia and Skyline <  
or On-Line at [www.BOWLINGINMOBILE.com](http://www.BOWLINGINMOBILE.com)

(Tournament is USBC Certified. Refer To Tournament Rules On Reverse Side of Entry Form).  
Women With A Men's Card Are Encouraged To Participate.

<p><b>ENTRY FEE</b> Prize Fund = \$15.50 - Expenses = \$12.50 <b>\$28.00</b> Per Event All Events Handicap Optional - \$6.00 All Events Scratch Optional - \$6.00</p>	<p><b>ESTIMATED PRIZE</b> First Place Handicap Team *Based on 35 Entries <b>GUARANTEED \$1000.00*</b> Pay-Out Will Be 1 Out of 5 Entries Per Event. Note: All Events Will Be Paid Out 100%.</p>
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BOWL FOR FUN! BOWL TO WIN! GET YOUR ENTRY IN EARLY.

United States Bowling Congress

**ASSOCIATION**  
LEADERSHIP ACADEMY

## Tournament Management

- Don't dump the tournament on the host center.
  - Your opportunity to "shine"
  - Association is running the tournament
    - Center is just providing the lanes
- Have a tournament manager/director
  - Association Manager is responsible for the operation of all tournaments either as tournament manager or as supervisor of the tournament manager

United States Bowling Congress

**ASSOCIATION**  
LEADERSHIP ACADEMY



# Tournament Management

- Training is a must
  - Develop expectations and hold workers to them
    - You are providing a product to your bowlers
      - » If it's an inferior product – they won't come back and they'll tell all their friends
      - » If it's a good product – they will come back
- Make tournament workers easy to spot
- Tournament workers need to be with the bowlers, not standing on the concourse
- ***THANK THEM PERSONALLY!***



# Tournament Promotion

- When do you start promoting your tournaments?
  - Never too early to start
  - Tournament promotion is a season-long effort
  - Promote the next tournament to the bowlers who are there
- Consider partnerships
  - Partner with the “right” people who can promote your events
    - Local tournament promoters
    - Popular, well known bowlers with a following



# Tournament Promotion

- E-mail Blasts
  - Mail Chimp, Constant Contact
    - ✓ Provide inexpensive email blast capability to non-profit organizations.
    - ✓ Mail Chimp
      - Offers 12,000 free emails to 2,000 email addresses per month
  - Where do you get the e-mail lists?
    - ✓ WinLABs
    - ✓ Previous tournament entry forms
    - ✓ Ask your bowlers for their e-mail address



# Tournament Promotion

- Social Media
  - Facebook
  - Twitter
  - Association Websites
- Posters
- Banners
- Ads on score monitors
- Table tents
- ???



# Tournament Promotion

- Board Members
  - Hand out applications individually
    - ✓ Consider a quota for board members



**Don't just put flyers on the counter and walk away!**

- They just become scratch paper!
  - Be sure to print on both sides so it's not easy for them to use for any other purpose



# Sponsorships

- Local businesses that may benefit
- Restaurants
  - 2 for 1's, 10% off total bill, etc.
    - ✓ Don't forget "Mom & Pop" locations
- Business relationships the center may already have
  - Develop a package of information to give them with statistics on your event



# Sponsorships

- Just because a sponsor says “No” this year doesn’t mean they’ll say “No” next year, or the year after...
  - Timing may not be right for the business
  - Money may be tight
  - May not understand what your tournament is all about
- ***Just keep asking!***



# Rule of 7

## ***The Rule of Seven is an old marketing adage***

- It says that a prospect needs to see or hear your marketing message at least seven times before they take action and buy from you.
- The number seven isn’t cast in stone.
- The truth of the Rule of Seven is you can’t just engage in a marketing activity once and then be done.
- Marketing must be an on-going process in order for it to be successful.
- Should be done in different forms to be successful





## Marketing 101 – a quick lesson

### ***Why do you need to tell a potential customer about your product 7 times?***

- Noise
  - ✓ Your message isn't the only one they're hearing.
- They don't need you – yet...
  - ✓ The tournament isn't until April, why should I enter now?
- They're worried about the price
  - ✓ Money is tight. People have other places to spend.
- Your customer must know and trust you first
  - ✓ Even though the bowler is your customer, they rarely deal with you directly. They won't just come running when you speak!



## More Tournament Promotion

### Have entry forms available for each of your tournaments

- ✓ Hand them out to bowlers participating in your other events
- ✓ Builds interest from people you already know who are tournament bowlers

### ***Train your board members to sell!***



## More Tournament Promotion

- Face to Face
  - It's always the best way!
- Assist team captains in filling out the entry form
- Incentives for group/squad organizers
- Take "down payments" to hold the spots for next year



## More Tournament Promotion

- Friendship / Buddy Squads
  - Consider "themed" squads
    - ✓ Scratch squads
    - ✓ Bad bowler squads
      - Offer prizes so someone wins something
    - ✓ Charity squads
      - Squads where bowlers also raise money for charities
- "New Bowlers Only" prize fund
- Senior Divisions



## On Site Awards

- Prizes for strikes in a row
- 3-6-9
- Strike out in 10<sup>th</sup> frame all 3 games
- Women – 200 games
- Team strikes in 5<sup>th</sup> frame
  - *Work with bowling center to give a free soft drink if all bowlers strike in the 5<sup>th</sup> frame*



## Creating Prestige

- National Anthem
- Opening ceremonies
  - Color guard
  - March in for competitors
  - Introduce past champions/Hall of Famers
  - Joe/Jane Bowler ceremony
- Gifts for all bowlers / first time bowlers
- Check-in workers who are cheerful
- Enforce average rules/handicaps



## Incentives to Bowl Next Year's Tournament

- Take advance reservations/down payments
- Discounts for signing up/paying early
- Coupons/Credits/Discounts
  - ✓ For teams or bowlers who perform a certain way
  - ✓ \$10 coupon for shooting an All Spare Game
  - ✓ \$5 coupon for shooting a clean game
  - ✓ \$20 coupon for a team shooting a certain team score (based on averages)



## Post Tournament

Start planning for your next event now

- What went right?
- What went wrong?
  - Be honest about this
- Talk to your bowlers – what do they want?
  - Trust me, you ask them and they'll tell you
  - Don't give "lip service", actually make some changes
- Bowler surveys



## Post Tournament

- Verify and finalize within 30 days
- Pay out on time
- Fair prize fund breakdown
  - ✓ Not too top heavy
  - ✓ Better to pay more places, or less?
- Thank you to:
  - ✓ Bowling Center & their employees
  - ✓ Sponsors
  - ✓ Tournament workers



## Bowler Recognition

- Invite winners to awards banquet
- Recognize winners in front of their league
- Get away from trophies
  - ✓ Jackets
  - ✓ Plaques
  - ✓ Shirts
  - ✓ Dinner & Show





# Why Bowlers Don't Bowl

- I'm not good enough
  - ✓ Publicize lower average bowlers who have done well in the past
- I don't have a team
- I didn't know about the tournament

***Because we don't ASK them!***



# Questions?



Contact Your  
Regional Manager

