



Dear Center Manager or League Coordinator,

This summer, USBC once again is excited to provide you with the PBA Experience Sport Bowling program. Through this program, your bowlers can test their skills on the same lane conditions used on the PBA Tour!

PBA Experience Sport Bowling leagues are a great opportunity for centers to fill open lanes with avid bowlers during lower demand times or in the off season. This program also gives centers a chance to separate themselves from the competition by offering an exciting and unique league.

Sport Bowling centers across the country tell us their bowlers enjoy the challenge and the higher level of competition Sport Bowling leagues offer. A PBA Experience league helps bowlers improve and better prepares them for local, state and national tournaments. Many Sport Bowling members achieve career-best tournament finishes after bowling in summer Sport Bowling leagues.

You may be surprised how many bowlers jump at the chance to try a variety of different patterns, instead of the same house shot every week. A summer Sport Bowling league is a great opportunity for different and shorter formats that might attract new customers ahead of the fall season.

On the back, we've provided tips and techniques from a few of our top Sport Bowling leagues to help you get a league started in your center. If you are interested in starting a Sport Bowling league, or would just like some more information on Sport Bowling, please contact us at sportbowling@bowl.com or by phone at 800-514-BOWL (2695) ext. 8362.

Sincerely,

A handwritten signature in black ink, appearing to read "Erik Vermilyea".

Erik Vermilyea
USBC Sport Bowling Manager



HERE ARE SOME TIPS FROM OUR TOP SPORT BOWLING LEAGUES ACROSS THE COUNTRY THAT CAN HELP YOU RUN A SUCCESSFUL SPORT BOWLING LEAGUE.

HOW TO GET BOWLERS

- People join Sport Bowling leagues to get better, and by putting out a Sport Bowling pattern during the week for open bowling you can give your bowlers a chance to work on things for league, as well as recruit new bowlers. This is something people often ask for.
- Word of mouth is the main way Sport leagues get new bowlers to join an existing league, but starting a league from scratch you can use many other methods to recruit Sport Bowlers.
 - Hosting a Sport Bowling “open house” or “demo” where you put out some of the patterns and possibly have a coach or two on hand where potential bowlers can try out the patterns as well as sign up for a Sport league onsite are a great way to kick off a Sport Bowling league.
- Our most successful Sport leagues report that they begin to market their leagues 3-6 weeks before they begin.

PROMOTIONAL MATERIALS

- Some of the material that USBC can provide you with to help get a Sport Bowling league in your center include; promotional brochures and posters, a customizable flyer with your league info, and a step by step guide to getting your league off the ground.
- We also have video clips and flyers available to help your bowlers figure out the challenging PBA oil patterns.
- If you are having issues recruiting enough bowlers you can try a team captain recruiting technique. Pick 6 or 8 of the most ambitious people who already want to be in the Sport league and name them team captains. Then have each of them go out and recruit 2 or 3 of their friends to fill out their team. After this you will have a 6 or 8 team league. For their work you can reward these team captains with some type of in-center rewards.

LEAGUE FORMAT TIPS

- Shorter season Sport Bowling leagues allow bowlers to try Sport Bowling without having to commit to a full season. 12 or 16 week Sport leagues are common.
- You can use either a handicap or scratch format. Handicapped formats can be great to introduce new bowlers to Sport Bowling, where scratch formats can be used for higher average, competitive Sport leagues.
- Smaller team sizes are common in successful Sport Bowling leagues. Doubles or Trios formats allow for a change of pace and let you create unique league formats.
 - Four game formats where you bowl two games against one team, then switch lanes and bowl two more games, or a singles league where you bowl against the entire league each game are two examples of unique formats.



HOW TO START A SPORT BOWLING LEAGUE

Starting up a Sport Bowling league is not much different than a standard USBC certified league. There are a few additional steps, but this document will guide you through them and make sure you have everything set up for a successful Sport Bowling league.

- 1** Fill out the Sport Bowling center registration form, and the Sport Bowling league registration form on the Sport Bowling page of [bowl.com](http://www.bowl.com). Here is a direct link to this page;

<http://www.bowl.com/sportbowling>

Both forms are filled out online and should just take a minute or two to fill out. We require the center registration form to be filled out once per season, and the league registration form to be filled out for each Sport Bowling league.

- a. Once you complete the Sport Bowling league registration form you'll receive a password that will give you access to the PBA oil patterns on [bowl.com](http://www.bowl.com).

- 2** Put down any Sport Bowling pattern on two different lanes in your center. Then we need a set of test tapes pulled from two different lanes on this pattern. The tapes are taken at 22 feet from the foul line, and then two feet before the end of the pattern, so you'll have four total tapes for this step. This is just to verify that your center and lane machine are capable of putting down a compliant Sport Bowling pattern. (If your bowling center was certified for Sport Bowling the previous season you can skip this step.)

- 3** Then you'll need to fill out the league application. You still need to fill out the same league application form required for all certified leagues, but the difference for a Sport Bowling league will be in the options for game format. You'll check off the box for American Ten Pin-Sport, instead of American Ten Pin-Standard. This will ensure your league shows up as a Sport Bowling league in our system.

- 4** From this point on everything else works the same as a standard league with the exception of the weekly tapes. We do require that all Sport Bowling leagues pull two tapes, from one lane at the same distances listed above each week before bowling begins. This is again to verify that the lane conditions each week meet Sport Bowling requirements. You can then either read the tapes on site and submit a copy of the graph to us, or you can mail in the tapes directly.

Following these steps will get you on the path to a successful Sport Bowling league. If you have questions on anything listed here please let us know.

You can reach us by phone at 800-514-Bowl (2695), ext, 8362, or by email at sportbowling@bowl.com.