



WHY RUN A JUNIOR GOLD QUALIFYING EVENT?

*An investment in your career.
An investment in your future.*

There are two different kinds of qualifying events for the Junior Gold Championships... Tournaments or Leagues.

Most tournament qualifiers are held as an added feature of another tournament, much like brackets or high game pots. The number of tournaments that use the prospect of including a Junior Gold qualifier with their tournament shows that they have seen that offering this option increases and/or solidifies entries into their event.

Stand-alone qualifying tournaments, while fewer in number can still be valuable revenue generators for the center. The example below shows expected revenue numbers from an average Junior Gold qualifying event.

16 BOWLERS BOWLING 5 GAMES WITH A 1:4 ADVANCER RATIO.

- Entry Fee of \$70 (\$50 prizes, \$15, lineage and \$5 expenses)
- 80 games @\$3.00 ea. = \$240.00
- Each entrant has 1 or 2 parents attending to watch the competition.
- Average of \$2.50 in ancillary spending per attendee = \$120.00

THAT'S A TOTAL OF \$360.00 IN REVENUE FOR A 2 - 2 1/2 HOUR EVENT.

Junior Gold qualifying leagues are another way to build lineage in your center. Leagues are required to be at least 24 games long so they can be short season (6 - 8 weeks). The Junior Gold brand is strong and growing. Awarding spots in the Junior Gold Championships is a valuable draw for potential league participants. A 16 player Junior Gold league generates the following:

16 BOWLERS X 3 GAMES PER WEEK X 8 WEEKS (24 GAMES MINIMUM) X \$3/GAME = \$1152.00

Use your own ancillary sales ratios to determine the total revenue to expect. Using the 1:4 ratio you could award 4 spots at a total cost of \$800.00. Weekly fees for the example above would need to be at least \$15.25 to cover all costs. The short season nature of these league qualifying events makes this option perfect for mid-season, or late season start-ups. Centers have reported great success with these leagues and many renew and run an additional session or more during the season.

Junior Gold
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