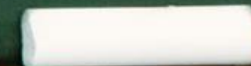
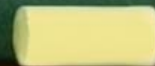




Bowler's Ed



In-School Bowling



Before we begin

- First Tuesday of each Month – 1:00 PM CST
- Next webinar: August 6, 2013
 - Why Certify? Why Not. A Review of League Benefits and Memberships Offered
- View past and register for future webinars
 - » www.bowl.com/youth
- Questions?
 - Please save them for the end

10 Frames

- What is Bowler's Ed?
- Objectives of Bowler's Ed
- Why should it be a focus?
- Facts & Figures
- Bowler's Ed equipment
- Lane of Opportunities
- Bowler's Ed Specialist role & Action Plan
- Return on Investment
- Opportunities for schools
- Bowler's Ed Participant Quotes

Bowler's Ed

A Partnership between the bowling industry and schools,
brining bowling instruction to the classroom then back into
the bowling center.

Objectives

1. Introduce thousands of kids to bowling
2. Provide free materials for teachers
3. Seamlessly Connect bpaaw bowling centers with schools
4. transition Bowler's Ed students to bowling center visitors
5. Increase youth leagues, birthday parties and youth events
6. Convert students into lifetime bowlers in the youth system
7. Process more USBC youth memberships

Why Bowler's Ed

- Certified Curriculum
- Fundamentals
- Fitness & Fun
- Academics
- Cross curricular activities
- Adaptive Bowling



EN
DISABLED

Facts and Figures

- 28,886 Bowler's Ed Curriculums Distributed
- 10,500 Bowler's Ed Carpets sold
- 10,051 Bowler's Ed Bowling Balls sold
- 8,207 Bowler's Ed Pin Sets sold
- 9,991 Kids (6-12) Bowled Last Year * Simmons Data

Bowler's Ed Equipment



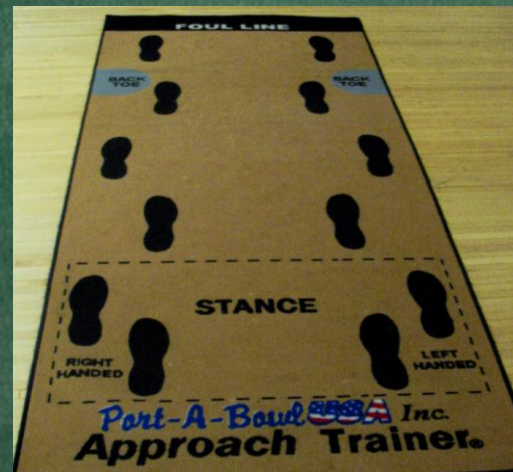
Complete Kits



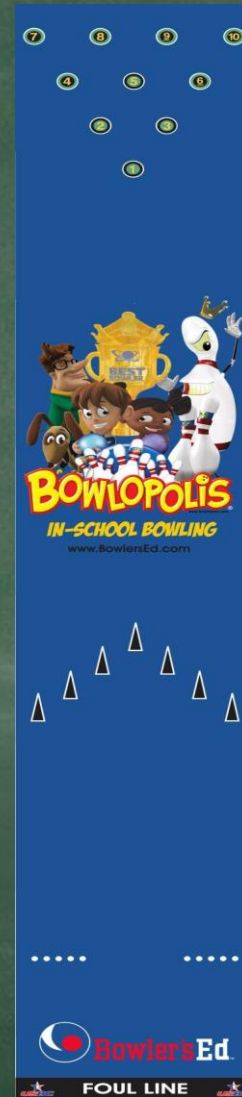
DELUXE PIN DECK



weighted rubberized plastic bowling ball



Approach trainer



Lane of Opportunities



Trade Shows & Expos



School events

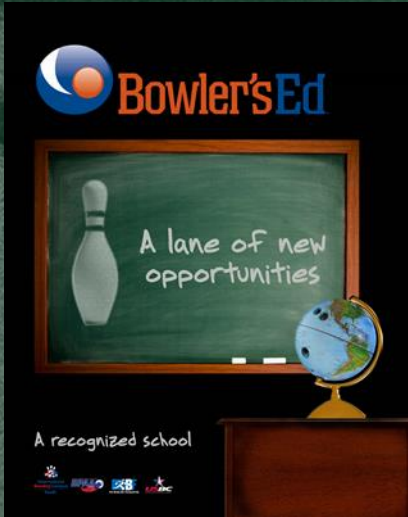


Physical Education Class



Afterschool Program

Promote the Program



BOWLING PROVIDES AN EXCELLENT SOURCE OF SOCIAL INTERACTION

GO BOWLING TODAY!

BOWLING IS A HEALTHY WAY TO LIVE

PHYSICAL HEALTH

- 1. 100+ MILLION BOWLERS IN THE U.S.
- 2. 100+ MILLION BOWLERS IN THE U.S.
- 3. 100+ MILLION BOWLERS IN THE U.S.
- 4. 100+ MILLION BOWLERS IN THE U.S.
- 5. 100+ MILLION BOWLERS IN THE U.S.
- 6. 100+ MILLION BOWLERS IN THE U.S.
- 7. 100+ MILLION BOWLERS IN THE U.S.
- 8. 100+ MILLION BOWLERS IN THE U.S.
- 9. 100+ MILLION BOWLERS IN THE U.S.
- 10. 100+ MILLION BOWLERS IN THE U.S.

SOCIAL HEALTH

- 1. 100+ MILLION BOWLERS IN THE U.S.
- 2. 100+ MILLION BOWLERS IN THE U.S.
- 3. 100+ MILLION BOWLERS IN THE U.S.
- 4. 100+ MILLION BOWLERS IN THE U.S.
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- 9. 100+ MILLION BOWLERS IN THE U.S.
- 10. 100+ MILLION BOWLERS IN THE U.S.

DID YOU KNOW?

- 250+ COLLEGES OFFER BOWLING & BOWLERS CLUBS
- \$6 MILLION IN COLLEGE SCHOLARSHIPS EACH YEAR
- 28+ MILLION BOWLERS IN THE U.S.
- 47 STATES IN THE U.S. HAVE ESTABLISHED HIGH SCHOOL BOWLING PROGRAMS
- 54,000 BOWLERS IN EACH REGION

Bowler's Ed specialist Role

Deliver presentations



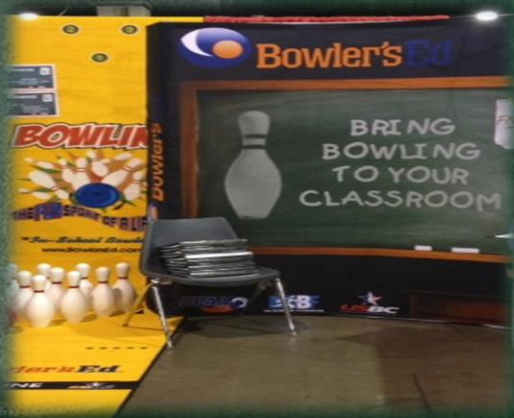
Conduct workshops



School & bowling center liaison

Attend conferences, expos & tradeshows

Track data



Action Plan

- Request a curriculum & determine what to offer
- Appoint Bowler's ed specialist
- Contact PE teachers & discuss the opportunity
- Purchase equipment & present the program to the school
- Schedule Bowler's Ed equipment & Help implement the program
- Provide curriculum completion offers
- Track Program success
- Offer school wide events

Return on investment

- Actuals from BPAA Member Center ROI

31 Schools = 6,000 students

20 field trips = 2,196 kids

Income from field trip = \$10,980 plus F&B

~ approximately \$250-\$300 return from each school

- Average return from coupon = \$4.70
Average return from family coupon = \$8.70



Opportunities for Schools

- Bowling Foundation In-School Bowling Grant

- To fund the implementation of The Bowling Foundation's Youth Bowler's Ed In-School program.

- <http://www.bowlingfoundation.org/GrantInfo.aspx>

- Educator of the Year Award

- To recognize a teacher using the bowler's ed program and working with a bpa member center

- <http://www.bowlingfoundation.org/GrantInfo.aspx>



Quotes

“Not just an investment in my future(proprietor); its an investment in theirs”

“Bowler’s Ed gets you into the doors of places that nobody wanted us in before.”

“To say the bowling unit was a great learning experience and a ton of fun would be an extreme understatement. From day one the students were excited about bowling and using the new equipment (especially the different colored pins and the carpet lanes). “



Bowler's Ed

Ready for a Lane of New
Opportunities?

Contact:

Sean Clancy

Bowling Foundation Coordinator/IBC Bowler's Ed
Specialist

817-385-8459 or sclancy@ibcyouth.com

