

Integrate the Bowlopolis brand and
retain youth bowlers



Today's Highlights

- What is Bowlopolis?
- Products and usage ideas
- Industry partners
- Bowlopolis on the Web
- Youth Resource Center
- Next Webinar Reminder



Bowlopolis: Defined

This entry-level brand introduces the newest generation to bowling, helping them learn the fundamentals in a fun way through animation and interactivity.

Bowlopolis targets kids ages 8 and under.



Bowlopolis: The Story



Ten-year-old Layne is determined to get past level 46 in his mutant android zombie pastry chef video game. But that all changes when the evil Kingpin kidnaps his dad, Mr. Kegler, and locks him in the basement of Bowlopolis. It's up to Layne to save the day by defeating Kingpin in a game of bowling. The winner gets Mr. Kegler, control of the Earth, and a sizeable trophy. There's just one problem...

Layne doesn't know how to bowl!

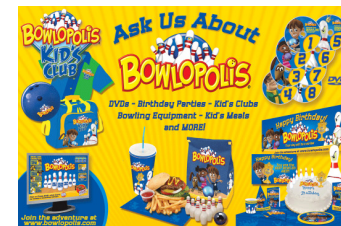
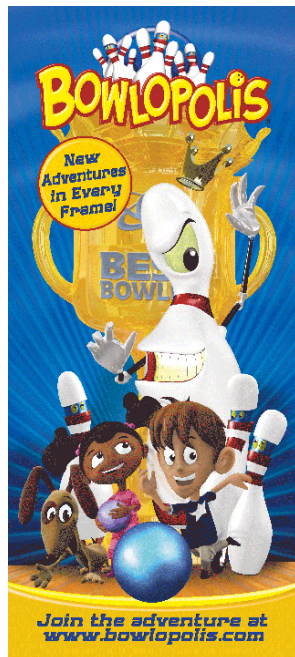
Can his dog, Reset, and friend, Carrie, teach him to bowl in time to defeat the diabolical super-villain and save his dad?



Bowlopolis: The Products

BRING BOWLOPOLIS TO LIFE

Banners, Stand-ups, Badges, Window Clings



Bowlopolis: The Products

WATCH LAYNE'S ADVENTURES

Animated Episodes on DVDs

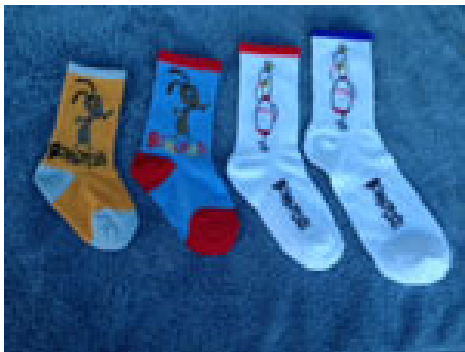


- Play in center
 - Youth leagues
 - Open play
 - Party room
- Hand out single episodes
 - coupon
 - youth programming

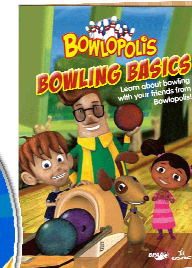


Bowlopolis: The Products

- Game Room
 - Redemption case
- Front counter
- Vending machines
- Give out/sell for holidays



Series 1 Compilation DVD-
8 episodes



Includes
**Basics of
Bowling**
printed guide

NEW! BOWLOPOLIS SOCKS

- Rest and Kingpin designs
 - youth and adult sizes



Bowlopolis: Industry Partners

Membership Products

- 2013-14 Roll N Grow and Roll N Grow PLUS
- 2014-2015 Bowlopolis upgrade



Qubica AMF and Brunswick Scoring Graphics

- Bowlopolis themed environments right at the lane with over 50 character animations



Bowlopolis: The Products

HAVE A PARTY!

Invitations, Plates, Cups, Napkins



Bowlopolis: The Products

THEMED BOWLING APPAREL AND EQUIPMENT

Viz-A-Balls, T-Shirts, Pin Stickers



Bowlopolis: The Products



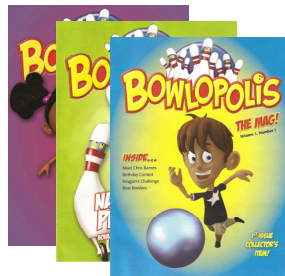
Kingpin Costume for events



Bowlopolis sticker rewards



Reset and Kingpin Plush in crane machines



Fun with the MAG!



Tattoos rewards



Snack bar-Counter card, meal boat, plastic cup

Birthday Pin Sticker



Bowlopolis: Online



Facebook.com/
Bowlopolis



Bowlopolis.com
Official Kid's Club



BOWLOPOLIS

Bowlopolis: Locator



Partner listing on Bowlopolis.com



locator.bowlopolis.com

Bowlopolis: Partner Microsites

BOWLOPOLIS

BOWLOPOLIS LOCATOR

Perform A New Search

My Zip Code is: Find a Bowlopolis Center Within Miles

Search Results: Displaying 1-3 of 3 Bowlopolis centers near you.

- Rab's Country Lanes**
1600 Hyman Boulevard
Staten Island NY 10305 USA
Phone: 718-979-1600
Distance: Approx. 3 Miles
VISIT OUR MICROSITE FOR SPECIAL BOWLOPOLIS OFFERS! [VIEW MAP](#)
- Maple Lanes**
1570 60th St
Brooklyn NY 11219 USA
Phone: 718-331-9000
Distance: Approx. 8 Miles
VISIT OUR MICROSITE FOR SPECIAL BOWLOPOLIS OFFERS! [VIEW MAP](#)
- Maple Lanes**
525 US Highway 9 North
Hopelawn NJ 08851 USA
Phone: 732-926-8800
Distance: Approx. 9 Miles
VISIT OUR MICROSITE FOR SPECIAL BOWLOPOLIS OFFERS! [VIEW MAP](#)

BOWLOPOLIS

[Back to the previous page.](#)

COUNTRY Lanes

Rab's Country Lanes
1600 Hyman Boulevard
Staten Island, NY 10305
718-979-1600
www.rablanes.com

We throw the best birthday party in town!
[Ask how you can have your child's birthday party in our Bowlopolis Party Room. CLICK HERE TO CHECK IT OUT!](#)

2010 Spring/Summer Youth Bowling Programs
1600 Ryan Boulevard • Staten Island, NY 10305 • (718) 979-1600 • www.rablanes.com

SPRING

Rab's Have-a-Ball Youth Bowling Club
PICK YOUR DAY TO BOWL WITH US:
Friday or Wednesday at 4:00pm or Saturday at 1:00pm
Join the Club and get your OWN "GLOW" Bowling Ball!
12 week youth bowling program starts in April!
• For kids ages 3 and up
\$10.00 per week (includes registration fee)

Rab's Junior Scholarship Doubles
SATURDAY Mornings at 9:30am
Open to ALL! • Scholarships awarded to ALL!
One bowling per team • Limited Space Available!
8 divisions based on average • 18 weeks starts April 17, 2010

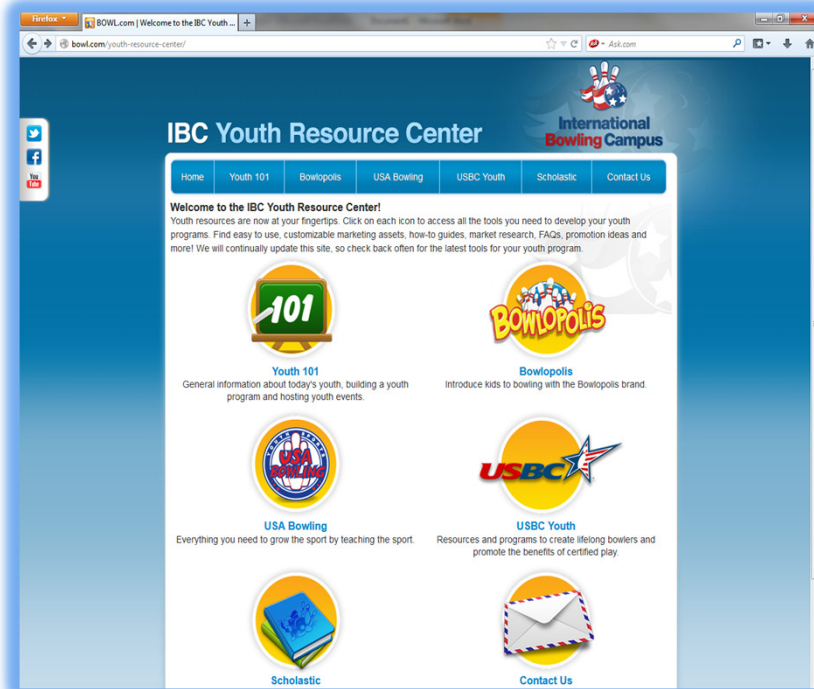
NO CHILD SITS THE BENCH!
EVERYONE PLAYS IN BOWLING!

Locator listings can be customized with specials



Customize your site at
cp.bowlopolis.com

Bowlopolis: Marketing



- Youth Resource Center

www.bpa.com/YouthResourceCenter



Bowlopolis: Contact Us

Heather Whitney

Youth Sales Coordinator

Mail: 621 Six Flags Drive
Arlington, TX 76011

Phone: 1-817-385-8420
1-800-343-1329

E-mail: info@bowlopolis.com
hjones@ibcyouth.com

Fax: 1-817-385-8412



Next Webinar Reminder

- The last webinar of the year will now be on December 10th
- **Using Social Media to drive registration**
Discover the secrets of social media and online marketing to attract new bowlers and drive center traffic.

