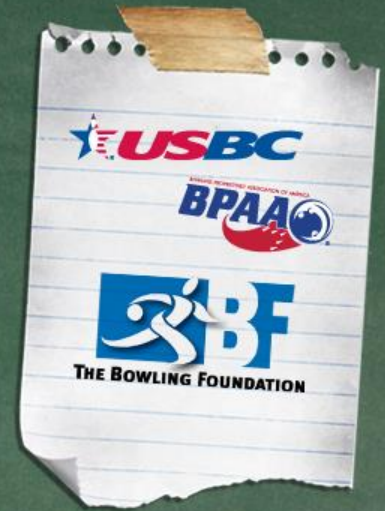
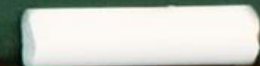
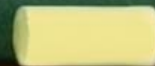




# Bowler's Ed



IN SCHOOL BOWLING



# BOWLER'S ED

AN EDUCATIONAL PARTNERSHIP BETWEEN THE  
BOWLING INDUSTRY AND SCHOOLS BRINGING  
THE LIFETIME SPORT OF BOWLING INTO AN  
EDUCATIONAL SETTING TO SIMULATE A  
BOWLING ENVIRONMENT AT NO COST

# OBJECTIVES

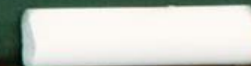
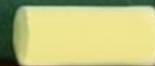
- INTRODUCE THOUSANDS OF KIDS TO BOWLING
- **PROVIDE FREE MATERIALS FOR TEACHERS**
- SEAMLESSLY CONNECT BPAA BOWLING CENTERS WITH SCHOOLS
- **TRANSITION BOWLER'S ED STUDENTS TO BOWLING CENTER VISITORS**
- INCREASE BOWLING CENTER TRAFFIC
- **PROMOTE CONTINUED PARTICIPATION**
- ORGANICALLY DEVELOP ADDITIONAL OPPORTUNITIES

# WHY BOWLER'S ED

- CERTIFIED CURRICULUM
- **FUNDAMENTALS**
- FITNESS & FUN
- **ACADEMICS**
- CROSS CURRICULAR ACTIVITIES
- **INCLUSIVE LEARNING**
- LIFETIME ACTIVITY



EN  
DISABLED



# BOWLER'S ED EQUIPMENT



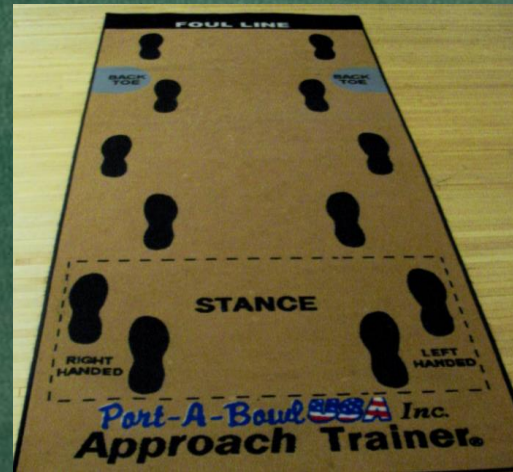
COMPLETE KITS



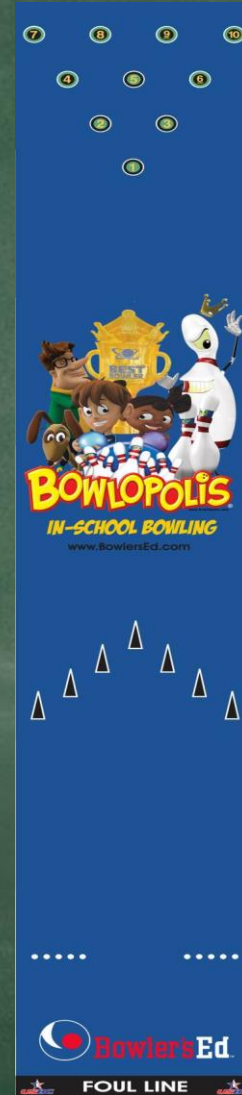
DELUXE PIN DECK



WEIGHTED RUBBERIZED  
PLASTIC BOWLING BALL



APPROACH TRAINER



# PROMOTE THE PROGRAM



SEE FRONT COUNTER FOR DETAILS

**Bowler's Ed**  
A lane of new opportunities

Timeline About Photos Friends 360 More

About

Bowler's Ed Specialist at IBC Youth Development

Where did you go to college?

Lives in Arlington, Texas

Where did you grow up?

What is your relationship status?

Friends · 360

Frank Wilkinson, Jim Sams, Julie Pondano, Mike Lopez, Pam Long Weatherford, Luis Benavides, Chuck Powers, Stacy Thomas-Watts, Tom Davison

Music

+ Add Music You Like

Movies

+ Add Movies You've Watched

Status Photo Place Life Event

What's on your mind?

Bowler's Ed shared Natalie's Striking Summer's photo. May 24 '13

Thanks to Oak Hills Lanes and Natalie's Striking Summer- just another example of how Bowler's Ed provides our community and schools "A Lane of New Opportunities"

One of The carpet lanes that Oak Hills Lanes purchased!! Natalie and Miss Shanell will be attending Natalie's school field day tomorrow to expose all her friends to our great sport!! Natalie is super excited!!

Like Comment Promote Share

Brandon Martin, Stacy Williams Aldred, Nancy Baum Schenk and 2 others like this.

Write a comment...

Press Enter to post.

Bowler's Ed shared a link. May 26 '13



Looking for a great leisure sport that's fun?  
**CHOOSE BOWLING!**

Bowler's Ed is a community where all who love bowling will help you of bowling use the chance to make an ideal bowling environment.



**A LANE OF NEW OPPORTUNITIES**

**BOWLING PROVIDES AN EXCELLENT SOURCE OF SOCIAL INTERACTION**

**GO BOWLING TODAY!**

**BOWLING IS A HEALTHY WAY TO LIVE**

**PHYSICAL HEALTH**

- 105 MILLION BOWLERS IN THE U.S.
- 250+ COLLEGES OFFER BOWLING AS A RECREATION SPORT
- 28+ MILLION BOWLING BOYS IN THE U.S.
- 47 STATES IN THE U.S. HAVE ESTABLISHED HIGH SCHOOL BOWLING PROGRAMS
- 54,000 BOWLING ALLEYS IN THE U.S.

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**DID YOU KNOW?**

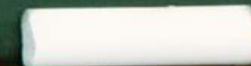
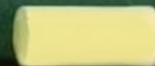
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EN  
DISABLED



# WHO'S WHO OF BOWLER'S ED

- PHYSICAL EDUCATION TEACHERS - [LINK](#)
- PRINCIPALS & ATHLETIC DIRECTORS - [LINK](#)
- COLLEGE PROFESSORS & STUDENTS - [LINK](#)
- DISTRICT LEADERS - [LINK](#)
- NON-PROFIT ORGANIZATIONS - [LINK](#)
- HEALTH & WELLNESS / ACTIVE LIFESTYLE - [LINK](#)
- STATE DEPARTMENT OF EDUCATION - [LINK](#)



# LANE OF OPPORTUNITIES



TRADE SHOWS & EXPOS



COMMUNITY EVENTS



SCHOOL EVENTS



PHYSICAL EDUCATION  
CLASS



SUMMER CAMPS



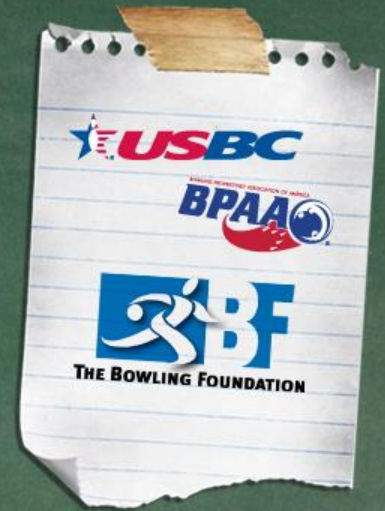
AFTERSCHOOL

# GETTING STARTED

- 1) Request & review proprietor kit
- 2) Research local PE teachers (\*promote in center)
- 3) Review marketing material & equipment prices
- 4) Define program length, resources and rotation
- 5) Construct email explaining program
- 6) Schedule 1-3 week equipment rotation
- 7) Communicate with local media

# COMMUNICATION

- Directly to end user
  - PE Teacher
  - Coach
  - Wellness Leader
- Type of communication
  - Face to Face – bowling customers
  - Social Media
  - Email – Y.R.C examples
- What to communicate
  - Equipment availability
  - Why Bowling is a Healthy Way to Live
  - Inclusion, cross curricular learning & educator vocabulary
- End with Action Item
  - Email bowling center for equipment
  - Visit the center
  - Tell us when you want the equipment



# EQUIPMENT ROTATION & LOCATION

Beyond the PE Teacher:

**Facilities Manager** (District or School Level)

School Counselor (School Level)

**Curriculum Coordinator** (District Level)

Physical Education Coordinator (District)

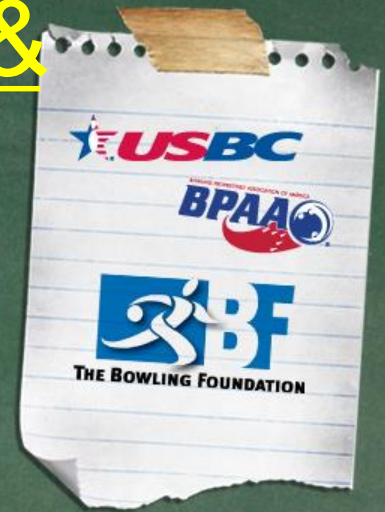
Location:

**Local Association to School**

Bowling Center Pick-Up/Drop off Location

**School to School**

District to School



# RESOURCES AND MATERIALS



GROWING YOUR YOUTH PROGRAM IS JUST A CLICK AWAY

CLICK HERE

- YOUTH RESOURCE CENTER - [LINK](#)

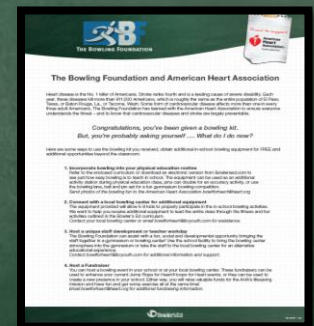


- PROPRIETOR KIT



- BOWLER'S ED BACKDROP

- EDUCATOR CURRICULUM





# Bowler's Ed

**READY FOR A LANE OF  
NEW OPPORTUNITIES?**

Contact:  
Sean Clancy  
Bowler's Ed Brand Manager  
817-385-8459 or [sclancy@ibcyouth.com](mailto:sclancy@ibcyouth.com)

