



BOWLOPOLIS BIRTHDAY PARTY IDEAS

Research shows almost 12 million kids a year celebrate birthdays at a bowling center. Utilizing the Bowlopolis brand can give you a competitive advantage bringing more parties to *your* center.

Here are some ways to increase your center's birthday party business.

Promote Bowlopolis To All Guests

- Make sure your Bowlopolis promotional items (window clings, banner, standee, counter pad and posters) are very visible when kids and parents walk in the front door
- Use Bowlopolis audio messaging and/or music to promote birthday parties during open play bowling
- Have employees always wear Bowlopolis badges and T-shirts
- Display a Bowlopolis Viz-A-Ball and T-Shirt at the front desk to spark interest in party upgrades
- Tell ALL customers about your fun Bowlopolis birthday parties
- Always have Bowlopolis birthday party flyers at your front counter. Hand them to your guests
- Make Bowlopolis birthday parties a focus on your Web site

Greet and Treat Guests Like Royalty

- Hire and train high-energy party hosts who love children.
- Party host greets party child at door with "Happy Birthday, Brittany! Welcome To Your Bowlopolis Party" sign
- Party child, guests and parents get the royal treatment from the time they walk into your center until after they leave
- Create a Bowlopolis show! Invest in a Kingpin costume. Kids love Kingpin, and you will book more parties just by having him as part of the party package
- Play a Bowlopolis DVD or use Bowlopolis scoring system graphics while kids bowl
- When party room is ready, play Bowlopolis music and have party host lead a conga line with the kids to the party room

Make The Bowlopolis Party Room Enticing

- If possible, keep your Bowlopolis party room ready at all times to advertise your birthday parties
- Tie balloons to Bowlopolis pins
- Have all guests sign a pin for the party child
- All kids get a goody bag with a Bowlopolis magazine, dvd, tattoos, souvenir cup, stickers, coloring book page and a free game coupon and any other information about your youth programs

Follow up with Party Family and Guests

- Make sure you send thank you notes and free game coupons to all party guests
- Collect emails in exchange for future offers
- Give a coupon to all parents for 10% off their next Bowlopolis birthday party