

In-School Bowling is a program designed to introduce children to bowling in the classroom or gym. BPAA provides teachers with a free step-by-step curriculum and instructional video that explains the fundamentals of bowling along with etiquette, safety, scoring and fitness activities. In addition, the curriculum includes lessons that reinforce math, language arts, social studies, problem solving, geography, computer skills and more. The In-School Bowling program is ideal for students in grades 3-8. With some modification, it can also be used for K-2<sup>nd</sup> grade students as well as high school students.

There are many ways for you, the proprietor, to get involved in the in-school program and form a partnership with your local schools. This manual will provide you with everything you need to begin this partnership. If you have any questions about this program, please direct them to BPAA at 1-800-343-1329 or email [youth@bpaa.com](mailto:youth@bpaa.com).

## **Objectives**

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The objectives of the In-School Bowling Program are to:

1. Introduce thousands of kids to bowling as a lifetime sport.
2. Provide free materials to teachers to teach bowling.
3. Give students the means to visit a bowling center.
4. Increase youth leagues, birthday parties, and other youth events.
5. Turn youth bowlers into lifetime bowlers.

## **Action Plan**

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To get started with the In-School Bowling program, just follow these six easy steps:

1. Order a proprietor kit from BPAA;
2. Determine what your center will offer to the schools, such as equipment, free game passes, or hosting field trips;
3. Contact the schools or districts in your area;
4. Set up a meeting and/or workshop to explain the program;
5. Help implement the program in the school; and
6. Track the success of the program.

The following pages will describe each of these steps in more detail.

1. **Order a Proprietor Kit from BPAA.** Along with this proprietor manual, the proprietor kit contains:
  - a. Teacher's curriculum and instructional DVD
  - b. Marketing brochure for teachers
  - c. One In-School Bowling poster
  - d. Equipment price sheet
  - e. Window decal

These materials should provide everything you need to implement the In-School Bowling program. To order a Proprietor Kit, contact BPAA at 1-800-343-1329 and ask for item number BI-PKIT or email the request to youth@bpaa.com

2. **Determine What to Offer to Schools.** There are many ways that your center can get involved with schools to bring the In-School Bowling program to the classroom or gym. Before you contact them, decide what your center will offer, and be prepared to explain the offer to the teacher or administrator.

**Portable Bowling Equipment.** Your center can purchase portable bowling equipment and loan it to the schools. The official In-School Bowling equipment is available through Metro Ltd. Sports and can be ordered by calling them at 1-815-399-0655 or logging onto their website at [www.bowlersedsupply.com](http://www.bowlersedsupply.com).

There are several packages and options to choose from:

- **Deluxe Package.** This package includes a 20' carpeted bowling lane, a set of 10 weighted pins, a 4 pound rubberized bowling ball, scoring sheets, pin layout template, and a nylon carrying bag.
- **Standard Package.** This package includes a 20' carpeted bowling lane, a set of 10 weighted pins, and a 4 pound rubberized bowling ball.
- **Economy Package.** This package includes a 4' carpeted pin deck, a set of 10 unweighted pins, and a 3 pound rubberized bowling ball, nylon carrying case, pin layout template.
- **Balls and Pins.** A set of 10 unweighted pins and a ball will cost less than \$75.\*



These items can also be purchased separately. An equipment price sheet is included in the proprietor kit.

For most classrooms, the ideal number of sets is six. It's important to teachers that students are able to get involved. In other words, they don't want kids sitting around because there isn't enough equipment for all of them to participate. Six sets of equipment will accommodate a class size of 30-36 children.

If the cost of equipment seems prohibitive, there are several options available.

1. Consider contacting other nearby bowling centers and sharing the cost of equipment.
2. Contact your local USBC chapter. Many of them have funds available for youth programs, and the USBC is supporting youth as one of its primary strategic initiatives.
3. Solicit local Parks and Recreations departments, YMCAs, or other youth organizations to share the cost. They can use the equipment during the summer months, when it will not be used in schools.

**Free Game Coupons.** Offering a free game coupon to the students is a great way to let them experience what they learned in the classroom at a real bowling center—YOURS! Research has shown that, on average, a free game coupon will yield \$4.00 or more in income to the center through the purchase of additional games, food, and video games. In addition, once kids are in your center, you can introduce them to leagues, birthday parties, and other youth events.

In addition, you might want to produce a take-home package for each child with a free game pass, information on birthday parties, lock-ins, etc. Be sure to check with the school to get their approval.

**Field Trips.** Field trips are not available at all schools, so check with your local school or district to see if this is a possibility. A field trip provides an excellent opportunity to showcase your center and all that you offer while providing a fun and educational experience for the students.

The following are important steps to follow to ensure that your field trip is a success.

**Before the Field Trip:**

1. Obtain the names and shoe sizes of all of the children that will be attending.
2. Ensure that the teacher obtains a consent form from every student attending. Most schools have a standard form that they use.
3. Plan the field trip. The activities you include during the field trip may depend largely on the amount of time the students will spend at your center and how many students will be attending. In addition to bowling, activities to consider are:
  - a. Giving them a tour of the bowling center. At a minimum, you will want to show them the control desk, settee area, and explain the parts of the lane. If time allows, show them the "behind the scenes" operations, such as the pinsetter.
  - b. Providing basic bowling instruction. Although students have learned the fundamentals of bowling in the classroom, this will be the first time many of them have ever visited a bowling center, and bowling on a 60' lane rather than a 20' carpeted lane will be quite a challenge. Basic instruction, using the Coach it Up program provided by BPAA, is a great field trip activity and will ensure that students learn the correct techniques. Coach it Up explains how to help bowlers choose the correct ball, the proper starting position, setting up for the approach, beginning the approach, how to swing the ball,

and the proper release. For more information on Coach it Up, contact BPAA at 1-800-343-1329 or log onto [www.CoachItUp.com](http://www.CoachItUp.com).

- c. Explaining other youth programs. If you want to ensure repeat business to your center, this is a great opportunity for you to showcase youth leagues, birthday parties, after school programs, summer bowling camps, lock-ins, and any other youth programs your center offers. If you have handouts or flyers, be sure to give them to the kids to take home to their parents. This is also a great time to encourage teachers to sign up for leagues, school competitions, or other programs.
  - d. For large classes, it may be necessary to divide them into groups and rotate them. For example, while one group is choosing a ball, getting their shoes and score sheets, and receiving Coach it Up instruction, another group can be taking a tour.
4. Ensure that your staff is well-trained and ready for the field trip. One of the best ways to impress your local school, and the students, is to make them feel welcome in your center. Ensure that your staff members are enthusiastic and that all of them understand their responsibilities during the field trip.

#### **Two Days Before the Field Trip (or during a weekly staff meeting):**

1. Remind your staff of the time for the field trip and their responsibilities.
2. Ensure that handouts, flyers, free game passes, or other giveaways are ready.
3. Make sure that your center is clean and attractive.
4. Have the appropriate shoes ready.
5. Ensure that you have enough balls at the appropriate weight.

#### **During the Field Trip:**

1. Be enthusiastic! Remember that this may be the students' first time in the bowling center, so ensure that all of your staff members are energetic and ready to make each student feel special.
2. Have someone serve as the greeter to welcome students to your center.
3. If the group is large enough to be divided into smaller groups, divide the group and inform them of the activities they'll be participating in.
4. Take the group to the control desk to get their lane assignments and shoes.
5. Take the group that is bowling to the lanes.
6. Help them choose the appropriate ball.
7. Explain safety and etiquette.
8. Explain scoring. If the class is using the automated scoring system, explain how it works. If not, an explanation of manual scoring might be necessary. In fact, the teacher may want you to turn off the automated scoring system so that the students can practice their math skills.
9. Ensure that one or two employees are assigned to the bowling group to answer any questions and to provide the Coach it Up Quick Fix instruction to the students.
10. If a group is taking a tour, have one or two employees assigned to the group, along with the tour guide, to ensure that the group stays together, to answer any questions, and to watch for safety at all times.
11. Point out interesting facts and statistics about your center. For example, "more than 200,000 games have been bowled on this lane since it was installed over 18 years ago."

12. Once all of the students have taken a tour and bowled, gather them together. Take this opportunity to explain birthday parties, leagues, and other fun programs.
13. To ensure repeat business, hold a contest or drawing and provide the students with additional game passes. Another great way to get them back into the center is to offer a family pass that invites parents and siblings to bowl or a "bring a friend" pass.

**After the Field Trip.** Send a thank you letter to the teacher and school administrator.

### **3. Contact the Schools or Districts in your Area**

Once you've determined what type level of partnership you're ready to offer to the schools, the next step is to contact them. The easiest way to reach teachers is by email. If you do not know the name of the physical education teacher, either call the school and get the name and email address or do an Internet search to find the school. Many schools have websites, and they often include a roster of the teachers' names and a direct link to their email.

If you are planning to meet with an entire district rather than individual teachers, you can also find that information on the Internet or by calling your school district's office. Most districts have an administrator, curriculum developer, or physical education director (titles vary by district). That person is responsible for determining which activities are taught in physical education classes for the entire school district.

The introductory email to the teacher or district administrator should focus on what you can provide to the school. Whether you are loaning free equipment to the school, providing free game passes, or another offer, your job is to get teachers excited about teaching bowling in their class--it's *not* about promoting your center! You're providing a free partnership to schools.

Follow up in a week to ten days to set up a meeting to explain the program in detail. Physical education teachers are very busy, and it may take several attempts before you contact them. Be persistent! Once you reach them and explain the In-School Bowling program to them, they will be excited! Following is a sample email that you can customize to meet your needs:

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Dear \_\_\_\_\_:

My name is \_\_\_\_\_, and I am the owner/youth director of \_\_\_\_\_ Bowling Center. I would like to introduce you to our Bowler's ed In-School Bowling Program, which is provided free to teachers. This program is designed to teach 3<sup>rd</sup> – 8<sup>th</sup> grade students the fundamentals of bowling and includes additional lessons that incorporate bowling with cardiovascular exercise, spelling, math, history and many other subjects! \_\_\_\_\_ Bowling Center will provide you with a free teaching curriculum, instructional video, and equipment for use in your class. In addition, I am available to meet with you to do a hands-on workshop to show you how to teach bowling in your class. **(Note: Be sure that you are familiar with the curriculum and comfortable teaching it to the teacher before you include this offer. The instructional video provided in the proprietor kit is designed to help you learn the curriculum.)** Once your students have completed their bowling unit, they will each receive a free game coupon to \_\_\_\_\_ Bowling Center.

Bowling is a great lifetime sport that kids of all sizes, strength, and athletic ability can participate in. And, I can assure you that they will love it! I will follow up with you in 7-10 days, but feel free to contact me in the meantime. You can also learn more about this exciting program by logging on to our website at [www.bowlersed.com](http://www.bowlersed.com).

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BPAA also has a marketing brochure available for teachers. The professionally-designed four-color brochure explains the In-School Bowling program and has a tear-off reply card that teachers can send to BPAA to receive a free curriculum. A sample is provided in the proprietor kit, and you can order more by calling BPAA at 1-800-343-1329 and asking for item BI-305. The cost of the brochures is \$10 for a pack of 50. \*

**\*Prices are subject to change.**

#### **4. Set up a Meeting to Explain the Program**

Before you meet with the teacher or administrator, ensure that you are familiar with the teachers' curriculum. Read the curriculum thoroughly and watch the instructional DVD. The DVD will guide you step-by-step through the teaching progression and show you how easy it is for teachers to teach this program in their classroom. Also included on the DVD is a segment entitled "The Bowling Center." This segment shows a group of students visiting the center and learning how to get shoes, lane assignments, and pick out a ball. It also covers the parts of the bowling center and the lane as well as safety and etiquette. Teachers will want to show this segment to their students before they come to your center.

Take the following items with you to the meeting:

1. A copy of the teachers' curriculum and DVD so that you can explain it to the teacher. Curriculums and DVDs can be ordered free of charge from BPAA by calling 1-800-343-1329.
2. A set of equipment, if you are providing it to the schools.
3. A sample free game pass, if you are providing them to the schools.

4. A laptop and LCD projector, if available, so you can show some of the instructional DVD to the teacher. (If you are presenting to only a few teachers, an LCD projector probably isn't necessary. Just show the video from your laptop.)
5. A calendar so that you can schedule the date to deliver equipment or game passes to the teacher.
6. Your business card. The curriculum guide contains a business card holder on the front inside cover.

When meeting with the teacher or administrator, it's important to stress the benefits of the program for both the teacher and the students (show the teacher page 3 "Why Teach Bowling?" in the curriculum guide). Physical education teachers are required to teach a lifetime sport, and bowling is a great lifetime sport. In addition, it is a sport that almost any child can participate in—even children with limited athletic ability or disabilities. Some teachers may not have taught bowling before because they aren't bowlers themselves. Our program is designed in easy step-by-step lessons that make it easy for teachers to teach bowling.

Another huge benefit to schools is that our program is offered for free with no strings attached—free curriculum, free equipment, free game passes. Do not present the program to the teachers from the perspective that you're doing it to increase your revenue. Once kids visit your center, your revenue will increase, but that's not the selling point you want to make!

## **5. Implement the Program in the School**

Implementing the program in the school may be as easy as delivering and picking up the equipment and delivering free game passes to the teachers.

Teachers may, however, ask for hands-on assistance with the program. There are several things you can offer:

1. Go to the PE class and talk to the students about bowling. Be sure to talk to the teacher before your discussion, and ask if it is okay to talk about your bowling center. Remember that you don't want this to be a commercial about your center, but if the teacher allows it, you will want to mention youth leagues, scholarship opportunities, birthday parties, or other fun youth events that they can get involved with. The teacher may let you hand out flyers for a particular event, but get permission first! If your state has high school bowling, this is also a great time to tell kids about it; it's a natural starting point for kids who want to compete at the high school level.
2. Conduct a workshop to teach a teacher or district the In-School Bowling curriculum. Many districts offer an "in-service" day. Teachers from the district get together to learn about new programs. If your district conducts in-service days, this is a great way to teach the program to a lot of teachers at one time.

Several states have designated Youth Specialists that have been trained to conduct workshops in schools. To find out if your state has a Youth Specialist, or for more information on conducting a workshop, go to [www.bowlersed.com](http://www.bowlersed.com) or call BPAA at 1-800-343-1329.

## **6. Track the Success of the Program**

As with any program, it's important to track the results. Tracking the success of the In-School Bowling program can be done simply. Here are some tips:

1. Keep track of the number of In-School Bowling coupons that you issue to schools.
2. Count the number of In-School Bowling coupons that are redeemed in your center. Compare this to the number of coupons that you issued to determine your redemption rate.
3. If you are hosting a field trip, keep track of the number of students that attend and the total revenue from fees, snack bar, video games, etc.
4. Be sure that the students complete their contact information on the back of the coupon. Enter this information into a database for future marketing opportunities. BPAA's BowlerTrac program is an excellent program designed specifically for bowling centers to track their customers.
5. Utilize the students' contact information to market your youth programs. Sign them up for a birthday club and offer a discount if they host their birthday party at your center, tell them about upcoming parties, lock-ins or Bowling Blast-Off events, and interest them in a beginner league or learn to bowl program. This is your opportunity to turn these students into lifetime bowlers!

Once you have established a relationship with your local schools through the In-School Bowling program, you have opened the door to after school programs, school leagues, fund raisers, hosting faculty meetings, and other programs.

You will find that the In-School Bowling program has the potential to reach thousands of kids in your area and expose them to the wonderful sport of bowling. You will also find that the initial investment you make in the In-School Bowling program will pay off quickly, and for many years to come!

For more information, or for assistance with the In-School Bowling program, contact BPAA at 1-800-343-1329 and check the Bowler's Ed website often for updates at [www.bowlersed.com](http://www.bowlersed.com).



## Successful Programs

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**Don Carter Lanes, Rockford, IL.** Don Carter Lanes works with 35 schools each year, resulting in approximately 12,250 children being introduced to bowling. Their youth director, Stacy, follows this process:

1. Gathers names of nearby preschools, elementary schools, and high schools.
2. Contacts each school to get the name of the P.E. teachers.
3. Sends a cover letter, business card, and a Participation Fax Sheet to the teachers (for an example of the Participation Fax Sheet, see page 14).
4. Calls each teacher to follow up. Stacy explains the program in detail, answers questions the teachers may have, and signs them up to run the program.
5. When schools sign up for a field trip, Stacy faxes them a Lane Assignment Form (see page 16).
6. During field trips, kids sign up for the Birthday Club, they are awarded candy for strikes and spares, their teachers and parents bowl for strikes, and each student is given a coupon book.

Don Carter Lanes recently tracked the success of the In-School Bowling field trips:

- 20 schools conducted field trips (2,196 students)
- Income from field trips was \$10,980 – this did not include food, beverage, or video game revenue
- Average return from each free game coupon redeemed was \$4.70
- Average return from each family coupon redeemed was \$8.70
- Increased database of new customers
- Increased birthday party reservations
- Increased youth and family leagues
- Increased food and beverage sales
- Built a positive relationship with local schools

As you can see, it didn't take long for Don Carter Lanes to recoup the initial investment in the In-School Bowling program!

**Michigan.** After attending a state physical education conference in 2004, and seeing the interest from teachers for the bowling program, the Michigan BCA decided to capitalize on this interest and implement the In-School Bowling program throughout Michigan.

They designed a program that would minimize the amount of work that was required of the center owner/staff. Michigan was fortunate to have been successful with their high school bowling program. As a result, many volunteers and individuals interested in our mutual goals of promoting and growing youth bowling surfaced as potential candidates for the position of Director of Youth Bowler Development. Tracy Long, an individual that managed one of the bowling centers and assisted with the coordination of a very large regional high school bowling conference interviewed for, and was hired for, the newly created position.

Here is how the program works in Michigan:

1. They asked 13 members if the In-School Bowling program was something they would pay the BCAM (Bowling Center Association of Michigan) to accomplish in the schools

surrounding their bowling center. By asking 13 centers if they would pay for this service, Tracy's first year salary was virtually guaranteed...enough to get them underway.

2. Following some quick informal surveying by phone, they decided to charge the centers \$150 - \$250 per school. That fee includes the following work performed by Tracy:
  - a. Meeting either by phone or in-person with the proprietor/manager to discuss what the center hopes to develop with the schools. In other words, what the center will offer the teachers (field trips, game coupons, etc).
  - b. Researching which schools are in the area (many times the center has no idea of all the schools in their area).
  - c. Determining, based on the survey they distribute prior to the road-show session, which schools will be matched with which bowling center. They try to keep pre-existing relationships intact.
  - d. Contacting and arranging an in-service workshop with PE teachers in the schools in the vicinity of the bowling center.
  - e. Ordering 6 lanes of equipment and getting it delivered to the center. Tracy orders it and invoices the center to make sure that the center has the equipment by the date that the first school needs it. This eliminates a step for the center, and any confusion on which items to order.
  - f. At the end of the in-service workshop with PE teachers, Tracy handles the scheduling of where the equipment needs to go, and for how long.
  - g. Tracy communicates this schedule to the bowling center contact person whose job it is to take the equipment to the schools on the various dates according to the schedule arranged with the teachers.
  - h. They ask the center to not loan out the equipment or schedule it for the schools without contacting Tracy Long.
  - i. The center contact person drops off the coupon books, flyers, etc. for any program they were able to arrange with the school.
3. Provide the participating centers a guarantee that if they are not successful with getting schools in their area in the next year, they will refund all fees and buy back the unused carpet lanes, etc. Their goal is 4-6 schools per center.
4. Michigan has held several "road-shows" with groups of managers and owners to explain the program. Their High School Bowling program is successful with over 500 high school teams due in part because of this type of meeting, which ensuring that everyone will get involved.
5. At the road-show, they explain the program:
  - a. Brief description and demonstration of some of the teaching methods they use at the school in-service workshop;
  - b. Outline what the fee will cover;
  - c. Offer a menu of other services that they can provide to the center to be used in conjunction with the program (i.e., coupon books, certificate of achievement, customized field trip flyers, etc.).
6. Subsequent years
  - a. Proprietors will be charged \$75.
  - b. Tracy will provide follow-up with the schools for additional in-service workshops, for new materials and curriculums, to check on equipment needs, and to

maintain the program in the event that the physical education instructor changes.

- c. Tracy checks on equipment being used, orders new replacements if needed, and schedules the rotation of the equipment with the PE instructors.
- d. Tracy communicates with the bowling center the rotation of the equipment and anything they would like us to offer or mention to the instructor (i.e., coupon books, field trips, PTA fundraisers, etc.).

From March 2005 to March 2006, Michigan had 80 proprietors participating in the program, and 500 teachers teaching bowling, which represents approximately 200,000 kids learning how to bowl!

**Tonka Lanes, Beatrice, NE.** Tonka Lanes has used the In-School Bowling program for over 20 years! They promote the program to approximately 200-250 5<sup>th</sup> grade students each year as well as students at the local Catholic and Lutheran church schools. Students are invited to the bowling center each year for free bowling. Tonka Lanes' program has been a tremendous success!

**AMF, Huntsville, AL.** AMF furnishes 90 sets of pins and balls that are loaned to schools in Huntsville, Madison, and Madison County Schools for 1-2 weeks at a time. Upon completion of the program, the students schedule a field trip or after school bowling party. Every student receives an In-School Bowling discount card to use for one year after the program ends at their schools. The AMF program in the Huntsville area reaches 40,000-50,000 students each year!

**Rose Bowl Lanes, Marshfield, WI.** Rose Bowl Lanes just started the In-School Bowling program in the 2005-06 school year, and they are already working with all six elementary schools in their area!

Below is the process they followed:

1. They set up a meeting with the physical education teachers and presented their proposal on introducing bowling into the physical education program. **The teachers were very interested, as bowling is a lifetime sport, and the equipment would be obtained at no cost to the school district.**
2. Rose Bowl Lanes conducted a fund raiser. They contacted local businesses to become prize sponsors and to sponsor lanes at \$50 each. Businesses were very receptive, because the proceeds were going to help schools. The school district put flyers for the fundraiser in the school newsletter, and teachers helped to organize teams. (For a copy of the flyer, see page 17.) **Following the fundraiser, they had enough funds to purchase the equipment PLUS an extra \$500 that the school could use for a field trip to the bowling center.** The field trip provided Rose Bowl Lanes with an afternoon of lineage and started a great annual fundraiser for the schools.
3. Rose Bowl Lanes purchased the equipment. The schools will store the equipment for them.
4. They scheduled a training session for the teachers. To help with this effort, Rose Bowl contacted local youth specialists who are trained in the In-School Bowling program. To see if your state has youth specialists available, log on to the Bowler's Ed website at [www.bowlersed.com](http://www.bowlersed.com) or call BPAA at 1-800-343-1329.

**The 4 Seasons Bowling Center, Freeport, IL.** The 4 Seasons purchased 6 lanes of bowling equipment and met with each grade school, middle school, and high school gym teacher to instruct them on the correct way to teach bowling. They then set up the In-School Bowling program and helped them teach bowling to the students. The program reached over 2,600

students the first year, and following their school instruction, all 2,600 students came to the bowling center for a field trip. Each student paid \$5, which covered bowling and shoes for 40 minutes. The income from the field trips alone (\$13,000) more than paid for the cost of the bowling equipment (approximately \$1,200), and The 4 Seasons is now looking at purchasing at least 6 more lanes of equipment to expand the program next year.

**Nampa Bowl, Nampa, ID.** In addition to a successful in-school bowling program, Nampa Bowl uses the carpeted lanes, rubberized balls, and plastic pins to generate additional revenue in their center.

1. On the day of summer camp registration at their local Park and Recreation Department, Nampa Bowl brings the lane to the registration area to get kids excited about bowling and to get them to sign up for their bowling camp.
2. They also loan the carpeted lanes to the Park and Recreation Department for their homeschool program. This is a great way to segue into this market that is sometimes difficult to locate.
3. Nampa Bowl is looking into additional ways to generate revenue by seeking local church groups who will utilize the carpets and bring their kids to the center to bowl.

### **Marketing Materials**

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The following pages contain sample marketing materials that have been used for the in-school bowling program. The following full sized examples of these Marketing Materials can also be found on the CD-ROM located in the Youth Toolbox.

The items listed below can be ordered from BPAA by calling 1-800-343-1329.

|           |                                  |                         |
|-----------|----------------------------------|-------------------------|
| BI-305    | Teacher's brochure               | \$10 for a packet of 50 |
| BI-BEPOST | 22" x 28" poster (see next page) | FREE                    |
| BI-Decal  | Window Decal (see next page)     | FREE                    |





Get Ahead With  
**BOWLERS**  
ed  
School Bowling\*

4007 E. STATE ST.  
ROCKFORD, IL  
61108  
(815) 399-0314  
FAX (815) 398-6924

**PARTICIPATION FAX SHEET**

to Stacy Lambrecht FROM \_\_\_\_\_

**BOWLER'S ed** \_\_\_\_\_ DATE \_\_\_\_\_

PLEASE FILL OUT THE FORM BELOW AND FAX IT BACK TO US.  
TO RESERVE YOUR BOWLER'S ED PROGRAM.

**CONTACT PERSON** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **FAX** \_\_\_\_\_

**DROP OFF DATE AND TIME** \_\_\_\_\_  
DROP OFF AND PICK-UP DAYS ARE NORMALLY ON FRIDAYS

**DROP OFF LOCATION** \_\_\_\_\_

**NUMBER OF PARTICIPATING STUDENTS** \_\_\_\_\_  
5 TO 6 KIDS PER KIT RECOMMENDED

**PICK-UP DATE AND TIME** \_\_\_\_\_

**PICK-UP LOCATION** \_\_\_\_\_

**NUMBER OF KITS NEEDED** \_\_\_\_\_  
EACH KIT INCLUDES 10 PINS & LAKE CARPET & 1 BALL

**ARE YOU INTERESTED IN A FIELD TRIP?**  YES  NO

THANK YOU FOR YOUR INTEREST IN THE IN SCHOOL BOWLING PROGRAM.  
IF THERE IS ANY PROBLEM WITH YOUR REQUESTED TIME OR DATE, WE WILL  
CONTACT YOU FOR ALTERNATE INFORMATION. THANKS, STACY



*\*In School Bowling\**  
*Don Carter Lanes*  
**FIELD TRIP**

THIS FUN AND EXCITING LEARNING EXPERIENCE INCLUDES...

**BOWLING** (WITH BOWLING SHOES)   
**A COUPON BOOK FOR EACH CHILD**

**TREATS AWARDED FOR STRIKES AND SPARES**  
**PRIZE DRAWINGS FOR OFFICIAL BOWLING PINS**

**AMAZING LIGHT SHOW** (SUBJECT TO AVAILABILITY)

ONLY **\$5** FOR **2** HOURS OF UNLIMITED BOWLING FUN!!  
PER PERSON

**CONTACT: KELLY OR STACY AT (815)399-0314 M-F**  
**WITH ANY QUESTIONS OR TO RESERVE YOUR TIME TODAY!!**



*Get Ahead with BOWLERS*  
**FIELD TRIP**  
LANE ASSIGNMENT FORM

Teacher \_\_\_\_\_  
Date \_\_\_\_\_ Time \_\_\_\_\_ Sheet \_\_\_\_\_ of \_\_\_\_\_

|                               |                               |                               |
|-------------------------------|-------------------------------|-------------------------------|
| Lane _____                    | Lane _____                    | Lane _____                    |
| Student _____ Shoe Size _____ | Student _____ Shoe Size _____ | Student _____ Shoe Size _____ |
| 1 _____                       | 1 _____                       | 1 _____                       |
| 2 _____                       | 2 _____                       | 2 _____                       |
| 3 _____                       | 3 _____                       | 3 _____                       |
| 4 _____                       | 4 _____                       | 4 _____                       |
| 5 _____                       | 5 _____                       | 5 _____                       |
| 6 _____                       | 6 _____                       | 6 _____                       |
| Chaperone _____               | Chaperone _____               | Chaperone _____               |
| Lane _____                    | Lane _____                    | Lane _____                    |
| Student _____ Shoe Size _____ | Student _____ Shoe Size _____ | Student _____ Shoe Size _____ |
| 1 _____                       | 1 _____                       | 1 _____                       |
| 2 _____                       | 2 _____                       | 2 _____                       |
| 3 _____                       | 3 _____                       | 3 _____                       |
| 4 _____                       | 4 _____                       | 4 _____                       |
| 5 _____                       | 5 _____                       | 5 _____                       |
| 6 _____                       | 6 _____                       | 6 _____                       |
| Chaperone _____               | Chaperone _____               | Chaperone _____               |

If there are any changes to your list, please fax them to us at least 24 hours before your field trip.

CONTACT STACY @  
**DON CARTER LANES**  
4007 E. STATE ST P: (815) 399-0314  
ROCKFORD, IL FAX: (815) 398-6924

## School District of Marshfield Athletic Department Fundraiser

9-pin Tap Fun Tournament  
\$30 per team (\$10/person)  
3 bowlers per team

Rose Bowl Lanes, Marshfield, WI  
Saturday, September 24, 2005, at 1 pm

Includes games, shoes, prizes, and a lot of fun!  
Have a good time while raising money for our local schools programs!

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Marshfield Athletic Department Fundraiser

Team Name: \_\_\_\_\_

Bowlers: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_