

After school, or out-of-school, programs are becoming more and more important to parents and kids. Did you know that as many as *15 million* children return to empty homes each school day? Research has shown that in the hour after school is dismissed, *violent juvenile crime doubles*. The number of young people who become victims of violent crime also rises, and young people are more likely to take part in risky activities, from smoking and drinking to drug use and sexual activity.¹

A 2003 survey of 800 registered voters conducted by the Afterschool Alliance found that *nine out of ten* Americans think after school programs are important. Voters want after school programs in their communities because they provide a safe place for children and teens to go after school. In fact, 94% of survey respondents agreed that there should be organized activities or places for children and teens to go every day that provide opportunities to learn.²

Bowling is a great activity for kids to engage in after school. Not only does bowling provide a fun activity that virtually any child can enjoy, it also teaches them sportsmanship, teamwork, and character.

Starting an after school program is no easy task, but the rewards – both financial and the impact you can have on these students' lives – is well worth it!

Objectives

The objective of this chapter is to help you develop, market, and execute a successful after school program that will be enjoyable to students and revenue-generating for your center.

Action Plan

1. Determine the Program Basics
 - What will you offer the students?
 - Instruction?
 - Competition?
 - Awards?
 - Food?
 - Help with homework?
 - Other?
 - How often will the students meet? For how long?
 - How will students get to your bowling center after school?

¹ The After School Initiative Newsletter, Fall 2002

² After School Alert Poll Report, December 2003

- What time are parents required to pick up their children?
2. Determine how you will handle transportation
- There are several options for transporting students to your center:
 - Contract with your school to bus the students to you. Include the fee to cover this in the price of the after school program.
 - Contract with your local public transportation provider, if applicable.
 - Purchase your own bus.
 - Used school buses are often available for \$1,000 - \$2,000. They must be repainted. A recent search on ebay.com yielded 112 buses, ranging in price from only \$100 to over \$50,000.
 - You will also need a specially licensed driver with a CDL (Commercial Driver's License) license with a P (Passenger) endorsement. Requirements for obtaining a CDL vary in each state. For a list of requirements for your state, log onto www.dmv.org. Hiring a retired school bus driver might be the easiest option.
 - Check with an attorney or your insurance agent to determine the best insurance coverage to protect you. (Note that laws vary in each state.)
 - In Ohio, for example, Camelot Lanes formed a separate company, Camelot Transportation Inc., at a cost of \$200 to mitigate liability from the bowling center. They pay \$2,500 per bus per year for commercial liability insurance.
3. Market the program to local schools
- Meet with the School Principal. (You may also want to meet with the PTA group.)
 - Prepare a sample flyer with the school's name on it. Target 1-2 schools that are close to your center to get your program started.
 - Call to schedule an appointment with the principal.
 - Explain the benefits of bowling as an after school activity:
 - Bowling is a very popular activity (#1 participation sport in America).
 - It is a safe activity in a safe environment.
 - Students get involved in a lifetime sport.
 - Everyone can participate – no one sits on the bench!
 - Students learn about teamwork, sportsmanship, responsibility and character.
 - Explain other benefits specific to your program (help with homework, awards, recognition, etc.).
 - Explain the program specifics:
 - Transportation
 - Program schedule
 - Program forms (sign up sheets, etc.)
 - Stress that the center handles everything. The only thing the school needs to do is pass out flyers and collect the completed sign-up sheets. Make it as easy for the school as possible!

- Offer to provide free game passes that can be used as achievement awards for math, reading or other programs.
- After obtaining approval:
 - Get the student count for each school.
 - Meet with the school secretary to deliver flyers.
 - Pick up the sign-up sheets regularly.
 - Prepare a roster for each school.
 - Finalize the details of transportation (where to meet students if you are picking them up, or what time they will arrive at your center if the school is bussing them).
- 4. Execute! Ensure that:
 - all of your staff members are familiar with the after school program;
 - coaches are available if you are providing instruction;
 - you have a solid check-in and check-out procedure; and
 - your program is fun so that kids will want to come back!

Successful Programs

Camelot Lanes, Boardman, Ohio. Camelot Lanes runs a very successful after school bowling program. Equipped with several busses and a coaching staff of ten, Camelot's program caters to 26 schools and brings over 600 kids per week into the center!

Camelot started with 2 schools and chartered busses. After seeing the potential for this program, they began purchasing their own busses and reaching out to more schools. (Peppe Smith purchased one bus on ebay.com for only \$1,500.)

Peppe's after school bowling staff consists of three retired teachers, early childhood education majors, and a PBA professional. Their knowledge of kids has proven invaluable to the program.

Their program costs \$6 per week and includes two games of bowling, the use of shoes, round-trip transportation to and from the school, an end-of-season party, and awards for each youngster. A snack can be purchased for \$1, and students get their choice of freshly-baked cookies, pizza, or a hot dog. Each snack comes with milk or a soft drink.

In addition to the \$6 weekly fee (\$6 x 600 students = \$3,600 per week!), additional revenue is generated by food sales, birthday parties, school fundraisers, and kids joining youth/adult leagues. Camelot's after school program now generates over \$100,000 annually!

Many of Camelot's marketing materials can be found at the end of this chapter.

Meadow Bowling Lanes, Portland, Michigan. Meadow Bowling Lanes, a 12-lane center in Michigan, runs an 8- or 10-week bowling program four days per week. The cost is \$7 per person per week and includes bowling, shoes, and transportation to and from school. Parents are

required to pick their children up at the bowling center, which generates additional revenue (parents often have a snack or a drink while they're waiting for their kids to finish.)

Sempecks Elkhorn Lanes, Elkhorn, Nebraska. Gateway Lanes offers a program for students in kindergarten through 5th grade. Bumper bowling is provided for beginners. Students meet each week on Tuesdays. They are picked up immediately after school and returned to the school at 5:20 p.m., or parents can pick up their children at Gateway Lanes. The cost is \$6 per week and includes 2 games of bowling, awards and trophies, parties, transportation, and use of shoes and ball.

Parents must complete the following form for their child(ren):

| | | | |
|---|--|-----------------|------------|
| Please clip and return to the school office by _____ (date) | | | |
| Child's Name _____ | | Date _____ | |
| Address _____ | | Phone _____ | |
| City _____ | | Zip _____ | |
| Parent/Guardian Name(s) _____ | | | |
| Birthday ____ / ____ / ____ | | Boy _____ | Girl _____ |
| Age _____ | | Grade _____ | |
| School _____ | | Shoe Size _____ | |
| Permission granted by _____ | | | |
| <i>Signature of Parent or Guardian</i> | | | |
| My child named above has my permission to walk home from school after being dropped off by bus from the bowling program. I understand that this will be after 5:20 p.m. in most cases. Yes _____ No _____ | | | |

Rose Bowl Lanes, Marshfield, WI. Rose Bowl Lanes gets approval from the school district to distribute a flyer or pamphlet in the school. (Once the schools are familiar with the program, they may not require this step.) Once the program flyer is approved, the school provides them with a roster of class enrollment, which allows them to make enough flyers and group them by class before distributing them to the schools (remember, make it easy for the school!). Flyers are dropped off at the school district office after they are prepared. Rose Bowl also delivers reward coupons for the schools to hand out to students for good behavior.

Students are given two weeks to return the registration form to the center. Each school is assigned a different day of the week for its program, but if students have a conflict, they can come on another school's day.

Each school meets one day per week. A schedule is developed at the beginning of the program for all area schools. The fall session runs from September through December, and the spring session runs from January through April. Students are bussed to the center. The program begins at 3:00 or 3:15 p.m., and parents pick up their children at the bowling center between 4:30 and 5:00 p.m.

The first afternoon is used as a registration day. Usually about 10 walk-ins come on the first day. Be aware that some kids are not used to riding a bus and may be scared, so make them feel

comfortable when they arrive at the center. Once everyone is registered, Rose Bowl does a trivia session, complete with prizes. They then go over basic rules.

Rose Bowl runs two sessions:

1. Kindergarten through 6th grade – this group is divided into K, 1, 2-3, 4-5, and 6. One or two coaches are assigned to each group. The coaches must have a working knowledge of bowling and be Level 1 Certified.
2. 7th through 12th grades

Every three weeks, Rose Bowl holds a fun day. Bowlers receive prizes for strikes, spares, or achieving their average. For example, on Mardi Gras Day, students receive a set of beads for each strike rolled. Awards are also given out for rolling games 25 pins over their average and series 40 pins over their average.

There are two cost options:

1. \$5 per week includes bowling, shoes, activities, and awards
2. \$8 per week includes bowling, shoes, activities, awards, and their choice of either a ball, bag, or shoes at the end of the session.

Fees may be paid weekly, monthly, or for the whole session. There are no fees for missed weeks. When school is not in attendance (either scheduled or due to inclement weather), there is no bowling. A schedule is distributed on the first day.

Plamor Lanes, Muscatine, IA. Playmor's program runs once a week for 8 weeks. The program begins at 3:45 p.m., and parents pick up their children between 5:30 and 5:45 p.m. The entire cost of the program is \$48, preferably paid in advance. The program includes busing from the school, bowling, shoes, snack and drink, t-shirt, and awards.

The weekly schedule is:

| | |
|-------------|-------------------------|
| 3:45 – 4:00 | Attendance |
| 4:00 – 5:15 | Instruction and bowling |
| 5:15 – 5:30 | Snack |
| 5:30 – 5:45 | Parents pick up |

Palmyra Bowling, Palmyra, PA. All elementary schools students, grades 1-5, are invited on a first-come, first-served basis. There is a \$12 registration fee to cover transportation. The bus picks the children up at school and brings them to a bowling center. The bus is clearly marked "Bowling Bus."

Parents pick up their kids at the bowling center no later than 5:30 p.m. They must check their children out, and if they are sending someone else to pick their child up, arrangements must be made in advance.

The program costs \$5 per week and includes:

- 2 games of bowling
- shoes
- prizes (Refer to the "St. Joan of Arc Youth Bowling Program" flyer under "Marketing Materials" for details about weekly prizes.)
- Glow-N-Bowl party
- entry into "Games for Grades" program
- awards party on the last day
 - kids celebrate with pizza and soda
 - parents and teachers are invited to attend

Several marketing materials from Palmyra Bowling are included at the end of this chapter to assist you with your after school program.

Marketing Materials

The following full size examples of these Marketing Materials can also be found on the CD-ROM located in the Youth Toolbox.



COMING SOON!
NEW TEMPLATES
 PLEASE CHECK BACK WITH THE
 YOUTH RESOURCE CENTER!



**-SKYLINE-
AFTER SCHOOL
BOWLING LEAGUE**

**OUTSTANDING
VALUE!!**

**GREAT
FUN!**

**JOIN
YOUR
FRIENDS! ONLY \$6.00 PER WEEK**

**AN ACTIVE LEARN-TO-BOWL PROGRAM
THAT OPERATES AS A LEAGUE
PLUS A WHOLE BUNCH OF EXTRAS!!
AWARDS - PARTIES - TOURNAMENTS
OUTSTANDING STAFF TO COACH & SUPERVISE**

**LEAGUE BOWLS
TUESDAYS
IMMEDIATELY AFTER SCHOOL,
BEGINNING OCTOBER 9th**

**BUS
TRANSPORTATION
FROM AND TO
SCHOOL INCLUDED!!**



**Gateway
LANES
ELKHORN, NE
601 Gateway Road
289-4614**

**PARENTS-
More Details**

Dear Parents,

Gateway Lanes in Elkhorn is pleased to offer your child an opportunity to participate in a new and innovative after school activity that is both fun and educational. **THE SKYLINE AFTER SCHOOL BOWLING LEAGUE** is a great way for them to learn a lifetime sport, learn teamwork and sportsmanship along with having a great time "hanging out" with their friends outside of the classroom in an organized and supervised activity. This will be an activity they will look forward to each week.

| | | |
|---|------------------------------------|---|
| * 2 GAMES OF BOWLING * AWARDS/TROPHIES * PARTIES PLUS | \$6.00 per week includes | * BUS RIDE * USE OF SHOES * USE OF A BALL |
|---|------------------------------------|---|

SMILES - LAUGHS & FRIENDS!

* The Gateway Lanes After School League is available for grades K-5th, with bumper bowling for beginners.

* Bus transportation is provided by Gateway Lanes to the lanes and back to school. Students will be picked up by bus at dismissal time, bowl and return to school at 5:20pm following the bowling program. Parents may pick up the students at Gateway Lanes by signing their child out at the control counter.

*** Please note: Students returning to school after bowling must have an adult present to pick them up or they will be brought back to Gateway Lanes. If your child is to walk home, please indicate below. We hope you understand this for your child's safety.**

* There will be no bowling on days school is closed either for weather or off days.

* Students that participated in the fall session will have first option to sign up again for this 2nd (winter) session. Any openings there after will be filled on a first come-first serve basis.

* League bowls every Tuesday starting October 9th immediately after school. For more information call or stop by Gateway Lanes, 601 Gateway Rd. (next door to Kwik Shop) or call 289-4614

* Teams will be formed. Try to encourage your son or daughter to form a team of 3. It's always more fun to bowl with friends! Otherwise, we will place your child on a team with others his/her age.

* Please complete form, cut on line and return to the school office at your child's school by October 1st. This program is administered by Gateway Lanes and is not a school sponsored activity.

Please Clip and return this bottom half to school office by 10/01/01

CHILD'S NAME _____ DATE _____

ADDRESS _____ PHONE _____

CITY _____ ZIP _____ PARENT/GUARDIAN NAMES _____











BIRTHDAY ____/____/____ BOY ____ GIRL ____ AGE ____ GRADE ____

SCHOOL _____ SHOE SIZE _____

PERMISSION GRANTED BY _____

SIGNATURE OF PARENT OR GUARDIAN

My child named above has my permission to walk home from school after being dropped off by bus from the bowling program. I understand that this will be after 5:20pm in the evening in most cases. Yes ____ No ____

| | |
|---|---|
|  KYLIE ALLEN LANE 2 SHOE 13 |  MARINA CALZARETTA LANE 10 SHOE 4 |
|  COLTON CRABTREE LANE 6 SHOE 1 |  MALLORY DeVORE LANE 7 SHOE 6 |
|  NOE GOMEZ LANE 4 SHOE 1 |  ANTHONY GRAY LANE 9 SHOE 5 |
|  AUSTEN GRAY LANE 3 SHOE 3 |  BRIAN GREEN LANE 2 SHOE 1 |
|  CALEB HAMMOND LANE 5 SHOE 2 |  MARCO MARTINEZ LANE 4 SHOE 12 |

PROGRAM BASICS

All Elementary School students will be invited to participate in the program. Children will be eligible to participate on a first come basis. There will be a registration fee of \$12.00 to cover transportation costs.

A bus will bring the children from the school to Plaza Lanes. The bus will pick up the children at dismissal time. The bus will be clearly marked Bowling Bus. Plaza Lanes will provide chaperones to watch the children on the bus. Parents will be responsible for picking their children up at Plaza Lanes no later than 5:30 pm. They will be required to sign their child out and no one else will be permitted to pick up the child without prior arrangement between the parent and Plaza Lanes management.

Each child will pay a weekly fee of \$5.00. This fee includes 2 games of bowling, rental shoes, weekly incentive prizes, bowling achievement patches, end of session Glow-N-Bowl party and an entry into "Games for Grades Program".

The program will run for 12 weeks beginning in September and ending in December. A snow make up day will be added if necessary.

The last day of bowling will be an Awards Day Bowling Party for all the children in the program. Free pizza and pop will be served. Parents, administrators and teachers are encouraged to attend.



AFTER SCHOOL BOWLING PROGRAM

Dear Parent/Guardian,

Bowling Center will start an After School Bowling Program for your child on September 23, 2002. This program will run 12 consecutive weeks. There will be bus transportation from the school to the center. The bus to pick up the children will be marked with a sign saying "Bowling Bus". The program ending time each week will be at 5:30pm. Parents need to be at the center no later than 5:30pm to pick up their child.

There is a \$12.00 registration fee to enroll your child in the program. This fee will cover the cost of bus transportation. This fee needs to be returned no later than September 16th to the school office. A weekly fee of \$5.00 will be charged. Please make checks payable to the Bowling Center. This fee will be collected weekly on the bus by the chaperone.

Children will bowl two games each week. There will be chaperones at the center to supervise the children. Children will be divided into divisions by grade and will compete each week for points. Bowling patches will be awarded weekly for progressive bowling. On the last week of bowling end of session awards will be presented. All children will receive a participation certificate. There will also be a Glow-N-Bowl party with pizza and pop.

In addition to the awards for achievement, there will be weekly incentive prizes built into the session schedule.

If you would like to enroll your child into the "After School Bowling Program" please complete the information below and return it to the school office along with your registration fee by September 16,

Please call [redacted] at [redacted] with any questions concerning the program.

REGISTRATION FORM

Teacher/Grade _____
Child's Name _____
Address _____
Home Phone _____ Work _____ Emergency _____
Date of Birth _____ Sex M or F _____ Shoe Size _____
Parents Signature _____

WEEKLY INCENTIVE PRIZES

Listed below is the Season Schedule with the weekly Incentive Prizes

| | | | |
|-------|----|------|--|
| Sept. | 24 | 2002 | 1 st day of league, orientation, rules, bowling. |
| Oct. | 1 | 2002 | Every child receives (2) FREE games. |
| Oct. | 8 | 2002 | Bowl 2 spares and get a free slice of pizza. |
| Oct. | 15 | 2002 | Bowl 2 strikes and get a free slice of pizza. |
| Oct. | 22 | 2002 | Bowl 10 pins over average & receive 4 game tokens. |
| Oct. | 29 | 2002 | Bowl 100 game and get a free soft pretzel. |
| Nov. | 5 | 2002 | Bring in a canned good and receive a \$1.00 game pass. |
| Nov. | 12 | 2002 | Get a 10 th frame strike or spare and receive a small soft drink. |
| Nov. | 19 | 2002 | Bowl 20 pins over average and receive (2) \$1.00 game passes. |
| Nov. | 26 | 2002 | Bowl 150 series and receive 4 game tokens. |
| Dec. | 3 | 2002 | Wear green and get a surprise. Last day to win team points. |
| Dec. | 10 | 2002 | Glow Bowling Party and awards presentation. Free pizza and soda for each child. |
| Dec. | 17 | 2002 | Snow make up day, if needed. |

Bowling Achievement Award Patches

Patches will be awarded the week following a qualifying score. Eligible scores for patches are:

| | | |
|----------|------------|-----------------------|
| 80 Game | 200 Series | 4,6,7,10 Split |
| 100 Game | 250 Series | 7, 10 Split |
| 120 Game | 300 Series | All Spare Game |
| 140 Game | 350 Series | Dutch 200 Game |
| 160 Game | 400 Series | 100 Pins over Average |
| 180 Game | | |
| 200 Game | | |

End of Season Awards

| | | |
|----------------------------|-------------------|--------------------|
| 1 st Place Team | High Average Boy | High Average Girl |
| 2 nd Place Team | High Series Boy | High Series Girl |
| 3 rd Place Team | High Game Boy | High Game Girl |
| | Most Improved Boy | Most Improved Girl |

Participation Certificates to all children who complete the program.

Games for Grades Program

Students who bring their report card to the center will receive:

For every "E" grade the child will receive (2) \$1.00 game coupon.

For every "S" grade the child will receive (1) \$1.00 game coupon.

For every grade that improved from last semester the child will receive (1) \$1.00 game coupon.

Subjects eligible for Games for Grades will be Reading, Math, Writing, Science, Social Studies. (Grading system used will vary on a school by school basis.)

AFTER SCHOOL BOWLING PROGRAM

We would like to thank everyone for your participation in the After School Bowling Program. We would also like to outline the program with a little more detail on how the program works.

1. This program will run after school Monday-Thursday. Each Elementary School will have one day designated for them. The program will run 12 consecutive weeks. This program is offered to children in grades 1-5.
2. This program was designed to give each participant incentives each week. Copies of these incentives were handed out with the registration forms. If you need another copy please let us know.
3. All teams will be set up by divisions. It is very difficult to determine which grades will bowl together until we have all the registrations returned. We will try to keep the grades separate, however, there are times when we do have to mix bowlers to make full teams.
4. This will be a handicapped league to make all bowlers even. All awards, which will be handed out at the end of the season, will be based on actual scores rolled with handicap.
5. Standing sheets will be posted each week on the bulletin board at the center. These sheets will only be posted the day your child bowls.
6. We welcome any parents that would like to come and watch their child bowl. We do not allow smoking on the concourse while the children are bowling. You may smoke in our designated area.
7. We do require parents to pick their child up at 5:30pm no later than 5:30pm. If you will not be picking up your child prior arrangements must be made by the parent and management of the center. There are no exceptions to this rule.
8. We will not tolerate any children that misbehave on the bus or in the center. If your child is disrupting others on the bus or in the center he/she will be removed from the program with no refund.



money will be collected as each student boards the bus. In order to make sure that this is a smooth transaction please do the following:
Mark the envelope properly with the child's name and the amount enclosed.
If you do not have the proper change in the envelope and would like for your child to have a little extra spending money, please mark the envelope with the amount that is enclosed in the envelope and the change you would like.

All parents will be expected to pick up their children no later than 5:30 pm at

the last day of bowling we will be having a Glow-N-Bowl party with pizza and pop for all the children participating in the program. Prizes and Awards will be distributed at the party. Please plan to attend.

12. If your child does not show up for the program 2 consecutive weeks he/she will be removed unless you contact the center and let us know. Please call [794-2500](tel:794-2500) at [794-2500](tel:794-2500).
13. Incentives: All bowling coupons given out to each participant are not valid towards the After School Program. Please do not put the coupons in payment envelopes as payment for your child's bowling.

14. Games for Grades

Students who bring their report card to the center will receive
2 free game passes for every A
1 free game pass for every B
1 free game pass for every grade which improves from the last marking period
Subjects eligible for Games for Grades will be Reading/English, Math, Science and Social/Studies

Once again we thank you for participating in our After School Bowling Program. Please contact [794-2500](tel:794-2500) at [794-2500](tel:794-2500) with any questions.

CHECKLIST FOR AFTER-SCHOOL KIDS PROGRAM

1. Take the permission slip and large letter with the school's name to the school secretary. Put them in packets according to each class's homeroom size. This way, all the secretary needs to do is give to each homeroom teacher to pass out the students. We want to create as little work as possible for the school's staff.
2. When the child decides he/she is going to sign up for the program, they just fill out and tear off the permission slip and put in large envelope. The top portion of the letter, and on the reverse side of the letter, which shows on a week to week basis our weekly incentive prizes, is for the parents to post on their refrigerator for a reference checklist. The incentive list is normally shrunk down smaller; so when you tear the permission slip off, you do not tear off some of the weeks. The letters from the children should be given to the school secretary.
3. You only want to give the children about 7-10 days to return the permission slips in. Keep in mind, the longer you give them the greater the chance for them to just forget about it.
4. As soon as you have all of the children's names that are going to participate in the after-school program, you need to make up a list grade by grade in alphabetical order and give to the school secretary. This way, she will know what children are participating on a week to week basis. Also, we call her the day of the program to see who is sick or went home early from school, so we are aware of what children will be boarding the bus. This way, we are not waiting at the bus for a child who is not going to be bowling that day.
5. Next, you need to put the smaller envelopes in packs of 12. These are the payment envelopes each week that the children hand us when they board the bus. The reason each child gets 12 payment envelopes is because the program runs for 12 weeks. These envelopes, once in packs, are given to the school secretary to distribute to the homeroom teachers. They, in turn, give them to the children.
6. Last, but not least, you need to make this program fun for the kids. Also, you need to make sure you do it right the first time.

ITINERARY

1. Before arrival, be sure house balls are out and bumpers are up and names are in the scorers.
2. Chaperones must drive to the proper school. Take bowling bus signs with you. Ask school office to let us know who is sick. Be sure children line up to ride the bus.
3. Collect weekly fees as children are boarding the bus. Check sheets by grade level.
4. Make sure everyone is accounted for on the bus before departure and before leaving center.
5. When bus arrives at center, children get off.
6. Children form 2 lines, (boys and girls) to get shoes. Need to have 2-3 counter people, 1 to direct them to the correct lanes.
7. Be sure coaches are at proper lanes. One coach per 6 lanes. Coaches must stay at lanes the whole session.
8. No practice, start bowling ASAP. Open style bowling. Coaches need to put in any blind scores.
9. Coaches must make sure kids are up when it is their turn. After 1 warning, the child is skipped.
10. After bowling make sure children put away shoes and bowling ball and then board the bus.
11. Remaining coaches clean up the area and help whoever needs helping.
12. Make sure proper number of kids are on the bus, use the system with the checklist. Know the number that arrived and the number going back.
13. Chaperone must stay at the school until all children have headed home.
14. Call center if necessary.

AFTER SCHOOL PROGRAM RESPONSIBILITIES


FRONT COUNTER PERSON

1. Put bowling balls on lanes.
2. Have league brought up, and ready to go.
3. Put bumper up
4. Remove all ash trays.
5. Put no smoking signs on doors and in center.
6. Make sure all details have been attended too.

COACHES

1. Put in "blinds" for all absent bowlers.
2. Be aware and prepared for all "special events" for the children in your charge.
3. Keep the children organized. Do not let them roam the bowling center.
4. Make sure rental shoes are brought back to the front counter when finished bowling.
5. Put balls back on racks.
6. Clean up the area.
7. Encourage the bowlers and help them to improve their bowling game.
8. Record bowler's scores. White copy to the house. Light yellow copy to Trudy McDade.



Colony Park Lanes East 


3905 East Market St. York, PA 17402
717-755-2946 Fax (717) 755-5676 www.usabowl.com
Your family, fun bowling center.

Letter to Parents:

Parents of children bowling in the After School Program at Colony Park Lanes East


When your child after the After School program has finished, please be sure to sign him/her out at the front counter. If someone other than yourself will be picking him/her up, make sure they have a note by yourself to guarantee your child is leaving with the right person. To assure the safety of all children bowling at Colony Park Lanes East and their bowling experience more enjoyable. This is also so there can be an accurate count of the children that will be riding the bus back to the school. Please help us in enforcing this rule to provide a safer atmosphere for all children. If you do have any questions feel free to call the center at (717) 755-2946.

Sincerely,


Manager


St. Joan of Arc Youth Bowling Program


Open to all students in grades 5-8
Starts Tuesday, January 27, 2004
12 week program
\$15.00 registration
Only \$6.00 per week




Prepay & Save! Details inside

- Meets Tuesdays immediately after school
- Bowl 2 games every week
- Our coaching staff will instruct students on the basics of the game
- Weekly incentive awards
- Participation certificate
- Last day bowling pizza party



 The Palmyra Bowling Bus will provide transportation for the students to Palmyra Bowling, and back to their school after the program. Parents must pick up their students upon arrival back at their school. Hershey Middle School students will arrive back at their school at 5:10pm. St. Joan of Arc students will arrive back at their school at 5:20pm.

For more information and a registration form please look inside!

 1218 E Main Street ♦ Route 422 East ♦ Palmyra, PA 17078
Phone: 838-6341 Website: www.palmyrabowl.com

St. Joan of Arc Youth Bowling Program

Dear Parent / Guardian,

Palmyra Bowling will start a Bowling Program for your child on Tuesday, January 27, 2004. The program will run 12 consecutive weeks. There will be bus transportation from the school to Palmyra Bowling and back to the school after the program. The bus picking up the children will be marked as the Palmyra Bowling bus. Palmyra Bowling will have chaperones on the bus. Parents of Hershey Middle School students must be at the school no later than 5:10 pm to pick up their children. Parents of St. Joan of Arc students must be at the school no later than 5:20 pm to pick up their children.

There is a \$15.00 registration to enroll your child in the program. This fee will cover the cost of bus transportation. This fee needs to be returned no later than January 16th to the Palmyra Bowling Program registration box in your school's office. A weekly fee of \$6.00 will be charged. Please make checks payable to Palmyra Bowling. This fee will be collected weekly as the children are boarding the bus.

By prepaying for the program you will save \$6.00 (one week's bowling fees) for a total of \$81.00. In order to receive the discount, payment in full must be received by the first week of bowling.

Children will bowl two games each week. Our coaching staff will be supervising and coaching the children.

End of session participation certificate will be presented on the last week of bowling. There will also be a bowling pizza party with soda. Parents, teachers and administrators are invited to attend.

Each week there will be incentive prizes that the students can earn.

If you would like to enroll your child into the St. Joan of Arc Youth Bowling Program please complete the registration slip below and return it to the school office along with your registration fee by January 16, 2004.

Please call Darlene at Palmyra Bowling (717) 838-6341 with any questions concerning the program.

St. Joan of Arc Youth Bowling Program Registration Form

First Name _____ MI _____ Last _____

Street _____ City _____ St _____ Zip _____

Home Phone _____ Work _____ Cell Phone _____

Date of Birth: ____ / ____ / ____ Sex M or F (circle one) Shoe Size _____

Email _____ @ _____ . _____

School _____ Teacher _____ Grade _____

Please list the name and phone number of any individuals other than yourself who are authorized to pick up your child.

1. _____ 2. _____

Amount Enclosed: \$ _____ Check _____ Cash _____

Parent's or Guardian's Signature _____

The following is a short outline of the program.

- A. The program will be run on Tuesdays after school for 12 weeks. The program is offered to students in grades 5 – 8.
- B. The program is designed to give every participant an incentive each week. Copies of these incentives are on the back of this outline. If you need another copy please let us know.
- C. Standing sheets along with other league and individual statistics, will be available at our bowler kiosks during the week.
- D. We welcome any parents who would like to come and watch their children bowl. Smoking is not allowed in the area where the children are bowling. You may smoke in our designated area.
- E. We do require parents of Hershey Middle School students to be at the school no later than 5:10pm to pick up their children. Parents of St. Joan of Arc students must be at the school no later than 5:20pm to pick up their children. If you can not personally pick up your child, arrangements must be made prior to the date with the management of Palmyra Bowling. **There are no exceptions to this rule.**
- F. If you would like to pick up your child at Palmyra Bowling, you must notify Darlene and there are a few guidelines to be followed. You **must personally come** in to the bowling center to pick up your child. You need to be at the center no later than 4:45. The Palmyra Bowling bus will be leaving to return the students to their schools at this time. If you are not at the center by 4:45 your child will be sent back to their school on the bus. **There are no exceptions to this rule.**
- G. We will not tolerate any children that misbehave on the bus or in the bowling center. If your child is disrupting others on the bus or in the bowling center he/she will be removed from the program, and no refunds will be given.
- H. The weekly \$6.00 fee will be collected as each student boards the bus to Palmyra Bowling. In order to make sure it is a smooth transaction, please mark the envelope clearly with your child's name and the amount enclosed. Children who are prepaid for the program will not need to do this.
- I. On the last day of bowling there will be a bowling pizza party with soda for all the children participating in the bowling program. Participation certificates will also be handed out.
- J. **Incentives: Bowling coupons given to the students as incentive awards are not valid for their weekly bowling program fees. Do not put the coupons in their money envelopes as payment.**
- K. Prepay: Students who are prepaid at the time they register or by the first week of the bowling program will receive a \$6.00 discount (one week's bowling fees) for a total of \$81.00. If a student is prepaid and misses a session, free game passes will be issued to the student upon completion of the bowling program.

We encourage early registration. The program is limited to the first 70 students who are registered. If you have any questions please call Darlene at Palmyra Bowling (717) 838-6341.



We hope to see you
bowling very soon!



St. Joan of Arc Youth Bowling Program Schedule & Weekly Incentives

Students can win the incentive prize once per week

| | |
|-------------------|--|
| January 27, 2004 | 1 st day of league, orientation, rules, bowling |
| February 3, 2004 | Every child receives (2) FREE game passes |
| February 10, 2004 | Bowl 2 spares and get a FREE hot dog |
| February 17, 2004 | Bowl 10 pins over average & receive 4 game tokens |
| February 24, 2004 | Bowl a 100 game and get a FREE soft pretzel |
| March 3, 2004 | Get two spares in any game and get a FREE small soft drink |
| March 10, 2004 | Get two canned good items and receive a FREE game pass |
| March 17, 2004 | Bowl 2 strikes and get a FREE slice of pizza |
| March 24, 2004 | Bowl 20 pins over average and receive a FREE game pass |
| March 31, 2004 | Bowl a 150 series and receive 4 game tokens |
| April 7, 2004 | Wear school colors and get a surprise |
| April 14, 2004 | Bowling party and certificate presentation and small drinks for each child |

COMING SOON!
NEW TEMPLATES
PLEASE CHECK BACK WITH THE
YOUTH RESOURCE CENTER!

Games for Grades Program

Students who bring their Report Card to Palmyra Bowling will receive:

- If the child will receive 2 FREE GAME PASSES
- If the child will receive 1 FREE GAME PASS
- If the child has improved from last marking period the child will 1 FREE GAME PASS

The Games for Grades will be Reading, Math, Writing, Science, and Social Studies.

Report cards will be brought on a Tuesday during the program to receive free game passes.



1218 E. Main Street ♦ Route 422 East ♦ Palmyra, PA 17078
Phone 838-6341 Website www.palmyrabowl.com

PROGRAM: SCHOOL BUS PROGRAM

PROMOTIONAL KIT CONTENTS:

All promotional pieces need to be customized with bowling center name, address, telephone number, program elements, days/dates, times and price.

- 8 1/2" x 11" flyer - (Your enclosed four-color flyer can be reproduced by a local business/copy center — example: Kinko's — in four-color or one-color. You could also photocopy the flyer in one-color on your copy machine.)
- Letter to parents to be distributed by the school.
- General instructions (for center management).
- Parent's sign-out form.
- Attendance form.
- All-Star letters.
- Miscellaneous forms.
- Sample award forms.

OBJECTIVES/RATIONALE:

To generate additional league lineage and revenue among the youth market after school and develop longer term customers as the youngsters learn and enjoy the lifetime sport of bowling. This program also provides youngsters with a worthwhile, safe and wholesome after-school activity which helps satisfy the need for latchkey activities. The School Bus program also will create more business as the children will come bowling with their families other days and times.

PROGRAM COMPONENTS:

The School Bus Program is a short-season program which includes two games per week, use of bowling shoes, round-trip bus transportation between the school and the bowling center, an end-of-season party and awards for each youngster.

PRICING:

The School Bus Program needs to be priced to include the two games of lineage, the cost of the bus, and the year-end party and trophy. The cost of the bus will be constant each week so divide the number of bowlers into that cost to help figure your weekly fees. Works well at \$6 per week.

TARGET MARKET:

The target market is grade schools and kindergartens. Children in these grades are ideally suited for this program from a supervision and behavior standpoint.

BEST TIME TO RUN THE PROGRAM:

The best time to run the School Bus Program is after school on weekdays during the school year. You could even run various seasons – one leading up to the winter break and another starting after New Year's. In areas where schools operate year-round, there is also an opportunity to run this program in the summer. Including bus travel time, the program is structured as a 2 1/2 hour session.

IMPLEMENTATION/PROMOTION STEPS: (DETAILS: See General Instructions)

Promotion of the School Bus Program should start at least 60 days in advance of the program.

- Visit with school Principals (not Administrators or PTAs) to explain the program and get an agreement for flyers to be inserted in the "Kids Take Home" packets.
- Upon approval, customize and copy the 8 1/2" x 11" flyer for the school to distribute to the parents.
- Prepare.
- Make Public Address announcements to parents for two weeks before the program.

OTHER PROMOTIONAL OPPORTUNITIES:

You can enhance your School Bus Program in several ways.

- Tie-in with an appropriate fast food restaurant for promotional and prize support.
- Bring in an occasional guest to meet with the students during bowling, perhaps an area celebrity, or an educational program from the police or fire departments.
- Give each youngster a bounce back coupon to return with his/her family for a special bowling offer.

SPECIAL NOTES:

Used school buses work well and insurance for this program is very reasonable providing use of buses is limited to this program.

State laws vary with respect to bus equipment allowed and licenses required. Make sure you are in compliance with your state's laws and regulations.

Safety and supervision are the number one priorities in this program. It is of utmost importance that the youngsters are transported safely and watched at the bowling center.

GENERAL INSTRUCTIONS - BUSING PROGRAM After School Junior Bowling League

1. Prepare flyer with school's name on it as a sample. (Please note parent's letter is on back of flyer.)
2. Call Principal for appointment. The following points should be discussed:
 - a. This is a very popular program across the United States.

PROGRAM WAS PRIMARILY DESIGNED TO:

- OFFER CHILDREN A SAFE ACTIVITY IN A CONTROLLED ENVIRONMENT
- KEEP KIDS OFF THE STREETS
- INVOLVE KIDS IN A LIFETIME SPORT
- INCREASE KIDS SELF CONFIDENCE

- b. Ability to bus student to and from bowling center.
 - c. Bowling center offers field trips.
 - d. Bowling center offers fund raisers.
 - e. Free games of bowling will be given to the school to be distributed for their own use.
 - f. Achievement awards will be given to teachers to use as they see fit.
 - g. Structured activity with adult supervision.
 - h. The center handles everything - the school only needs to distribute the flyer.
 - i. This is not a school sponsored program.
 - j. Bowling center and bus are fully insured.
 - k. Show operational forms to reassure the children's safety and handling.
3. Inform Principal that scheduled day depends upon pick-up and dismissal times of other schools involved. Set a date for permission slips to be returned to school. Try to meet with office personnel at the school to help accommodate the flyers getting sent out and permission slips returned. Note the names of personnel for future contact.
 4. Call school for follow up announcement at school. This is a good time to ask where to pick up students. Get a location that will avoid confusion with other buses.
 5. Collect permission slips from school office. Thank office help with some free game certificates.
 6. Prepare a roster for each school and provide a copy for the school office. everyone should understand that under no circumstances will a child be allowed to enter the bus until a properly signed permission slip has been received by your office.
 7. There will be two employees on the bus during any transportation of children - the qualified driver and the bus monitor.



8. The bus monitor is equipped with a roster and clipboard and will take attendance and collect fees as the student enters the bus. Fill last seats first, place balls and bags in the front two seating rows.

9. Program Director will greet children at bowler's center entry. Next, assemble everyone in meeting room to discuss the rules (be strict) and show video.

10. First few weeks are practice. The league begins the third week. House operates league completely. "Week" awards for each division (regular/bumper) will be presented on a weekly basis.

11. Parent helpers to operate the program.

12. With automatic scoring need scorekeepers for each pair plus a few "coaches".

13. Need someone to keep score or at least keep track of pinfall each frame to be accurate.

14. Need at least one coach for each four lanes.

15. Need at least one coach for each 6 lanes.

16. Forms to be taped on control panel. One form for each school (ask school if they may not pick up children because of custody problems). Keep all forms for full length of program.

17. Parents and ball, line up in the same place as the previous week.

18. Parents sign out forms at the counter and make notes on the roster.

19. School if their ride is not there. Bring them back to the center.

20. Parents - this shows interest and concern plus gets some bowlers to the center. If a parent has been lost. This is a good duty for the counter person working the center.

21. Remember, no school = no bowling.

22. Parents are important in planning the weekly schedule. Be flexible at first while you work together.

23. 11x17 to be posted at school. Schools are very impressed with this and it works over the P.A. system. Program will build during the first few weeks.

GOOD SUPERVISION BY THE CENTER IS OF UTMOST IMPORTANCE!
THE SCHOOL AND THE PARENTS VIEW THIS AS YOUR MOST IMPORTANT JOB!



PART-TIME BUS DRIVERS NEEDED

For An After School
Bowling Program



MUST Have CDL & Bus Endorsements



Dear Parent,

Your child has qualified for the All Star Team representing his/her school in the After School Bowling Program Championship Tournament. Your child's team will be competing against other schools in a three game format to be conducted on _____ at _____.

The students will be competing for the "School Program Challenge Cup" against other schools. There is no charge for participating in this exciting event. Additionally, the winning school will be presented with a trophy to be displayed at their school.

Please notify us if your child will not be able to bowl _____ at _____, so we may contact the next eligible bowler.

We take pride in our After School Bowling Program and hope your child has found it to be a very rewarding and fun experience. I may be contacted at _____.

Sincerely,

Strike Ten Entertainment • 1077 Bridgeport Avenue • Shelton, CT 06484
Tel: 203 225-1000 • Fax: 203 926-1803



Dear Principal,

The following students will be representing your school in an All Star Bowling Tournament on _____ at _____. The students will be competing for the "School Program Challenge Cup" against 10 other schools.

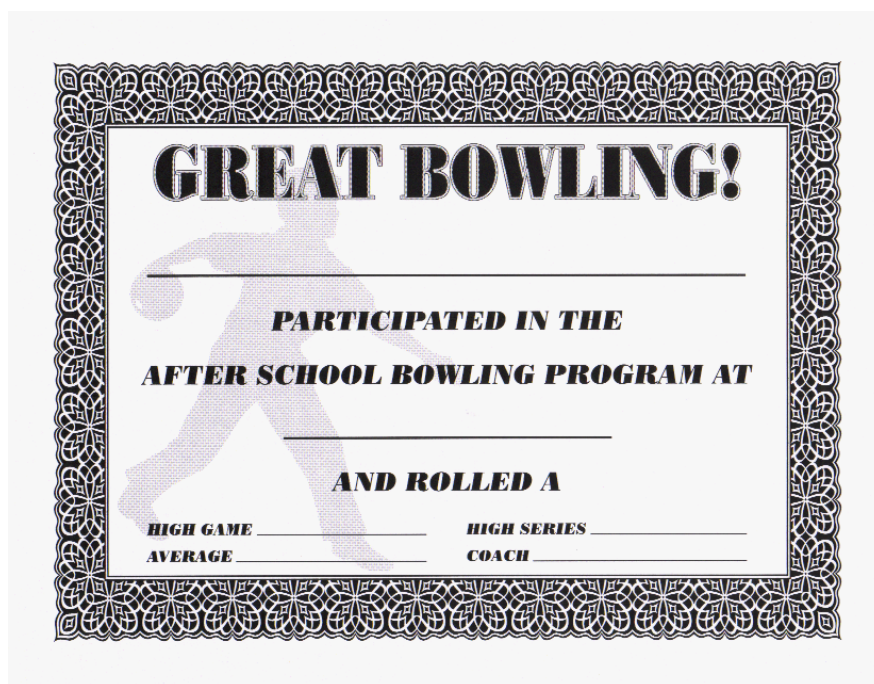
Students representing your school:

- | | |
|---------|---------|
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |

Sincerely,

Strike Ten Entertainment • 1077 Bridgeport Avenue • Shelton, CT 06484
Tel: 203 225-1000 • Fax: 203 926-1803





Achievement Award

Presented To _____

From _____ School

Presented By _____

| | |
|------------------------------|------------------------------|
| Teacher's Signature | Center Representative |
| Principal's Signature | Date |





| ATTENDANCE FORM | | | | |
|---|-----------------------------|------|----------------------------------|-------------------------------------|
| SCHOOL ROSTER | | DATE | TIME | |
| PICK UP AREA | | | | |
| NAME (Alphabetical order by last name) | BOARDED BUS AT SCHOOL | PMD | BOARDED BUS BACK TO SCHOOL | PERMIT TO WALK HOME OR NOT |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| 6. | | | | |
| 7. | | | | |
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| 21. | | | | |
| 22. | | | | |
| 23. | | | | |
| 24. | | | | |
| 25. | | | | |
| COMMENTS | | | | |

| PARENT SIGN-OUT SHEET | | |
|----------------------------------|-----------------------------|--------------|
| SCHOOL | DATE | |
| STUDENT'S NAME (Please print) | ADULT'S NAME (Signature) | TIME DOWN |
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |
| 8. | | |
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| 18. | | |
| 19. | | |
| 20. | | |
| 21. | | |
| 22. | | |
| 23. | | |
| 24. | | |
| 25. | | |
| COMMENTS | | |

Camelot Lanes
623 Boardman-Camfield Rd Boardman OH 44512
330 758-6626 fax 702-1011

April 2, 2001


Dear Parent


Because of his/her high average and sportsmanship _____ has qualified for the All Star Team to represent your school in the after school bowling championship tournament. Your child's team will be bowling a three game format on Saturday April 28th at 10:00 AM. We encourage spectators to come and to cheer for your team during this two hour event.

The students will be competing for the Camelot Challenge Cup against ten other schools. The story about last session's winners is attached. There is no charge for participating. The winning school will be presented with a trophy to be displayed at school. Publicity photographs of the teams will be taken just before the match.

Please notify Jolyne Eggleston before April 15th if your child will be unable to bowl on April 28th so we may contact the next eligible bowler from your school. Of course, it is best for your school to have a full team present, so please be thoughtful about this important invitation. Call Jolyne 758-6626 if you have any questions.

We take pride in our after school program and hope your child has found it to be a very rewarding and fun experience. We plan to have another 12 week session next fall, so if your child has had a good time, register again and please tell a friend.

Sincerely

Peppe Smith
peppesmith@aol.com



press Release

To School Principals and Secretaries

From Peppe Smith, Camelot Lanes

1/11/05

Challenge Cup Results

...teams that participated in the Challenge Cup
...s. Please join me in congratulating your
...ouncement that you will do with this
...their day."

...s will be going to press today with the attached
...at we can to have something prepared for the

...can be viewed on our web page. Visit the

...inter session of After School Bowling, thank you
...announcements that get our new registrants on the

COMING SOON!
NEW TEMPLATES
PLEASE CHECK BACK WITH THE
YOUTH RESOURCE CENTER!

Coat of Arms

Name _____ Grade _____
School _____ B NO

Scores

| | | | | |
|---------|-------|-------|-------|-------|
| Week 1 | _____ | _____ | _____ | _____ |
| Week 2 | _____ | _____ | _____ | _____ |
| Week 3 | _____ | _____ | _____ | _____ |
| Week 4 | _____ | _____ | _____ | _____ |
| Week 5 | _____ | _____ | _____ | _____ |
| Week 6 | _____ | _____ | _____ | _____ |
| Week 7 | _____ | _____ | _____ | _____ |
| Week 8 | _____ | _____ | _____ | _____ |
| Week 9 | _____ | _____ | _____ | _____ |
| Week 10 | _____ | _____ | _____ | _____ |
| Week 11 | _____ | _____ | _____ | _____ |
| Week 12 | _____ | _____ | _____ | _____ |

Average _____

CAMELOT LANES

628 Boardman-Canfield Rd. Boardman, OH 44512
camelotlanes.com
ph: 330 758-6626 fax: 330 758-1070

Feb 1, 2005 Page 1

West Blvd Elementary **Parents must sign out**

| | | |
|------------------|--------------------------|-------------------------------|
| Cassie Allen | <input type="checkbox"/> | 726-6351 Caroline & Jerry cel |
| Mackenzie Allen | <input type="checkbox"/> | 726-6351 Caroline & Jerry cel |
| Tyler Amendolea | <input type="checkbox"/> | 726-0620 Bob & Debbie |
| Melanie Banko | <input type="checkbox"/> | 758-0631 John & Alice cel |
| Rikki Bonica | <input type="checkbox"/> | Dev cel 502-0723 W |
| Michael Booker | <input type="checkbox"/> | 881-3475 Stacy Kello/Amy |
| Brianna Brammer | <input type="checkbox"/> | 726-4045 Larry & Missy |
| Adam Calhoun | <input type="checkbox"/> | 726-7679 Susan & Brad cel |
| Ryan Campbell | <input type="checkbox"/> | 782-1915 Mike & Emily |
| Bradley Dofka | <input type="checkbox"/> | 726-3804 Diane |
| Brook Donatelli | <input type="checkbox"/> | 565-3756 Danielle |
| Alex Duda | <input type="checkbox"/> | 792-1809 Stephanie & Michael |
| Michael Duda | <input type="checkbox"/> | 792-1809 Stephanie & Michael |
| Megan Evans | <input type="checkbox"/> | 758-0220 Amy & Tim |
| Monique Fernback | <input type="checkbox"/> | 758-4706 Gina & Dan cel |
| Alex Filicky | <input type="checkbox"/> | 799-0246 Ed & Lori cel |
| Travis Filicky | <input type="checkbox"/> | 799-0246 Ed & Lori |
| Seth Gaines | <input type="checkbox"/> | 629-9617 Kelly & Neil cell |
| Morgan Hambrick | <input type="checkbox"/> | 788-6458 Becky & Brian |

i

CAMELOT LANES

628 Boardman-Canfield Rd Boardman, OH 44512
330 758-6626 fax: 330 758-1070
www.camelotlanes.com

Attention CH Campbell
After school bowlers...

Next week...November 16

Beat the Principal

Mrs Ickes will be here
to bowl against all challengers

Get your game ready!



We're big in youth bowling...

Here is why

Our coaching staff will meet your child at your school at dismissal time. Transportation is provided by Camelot Lanes on our private purple bus. You collect the kids at Camelot at the end of bowling (5:15 pm.) You must sign out at that time and verify payment at our welcome desk.

If your child is not playing on a particular day, but has been sent to school, phone us that morning. This is a courtesy to our administration and to the other attendees as our bus will not depart the school yard until all students are accounted for. There will be no bowling on days school is closed.

The fee is \$8.00 per week. This includes the bus ride, a snack, rental shoes, use of house balls, and an unspecified number of games of bowling. Parents may pay in advance monthly by check, arrange credit card payments, or pay weekly the day of play. We strongly suggest that adults take care of all fees. Small fries cannot be responsible for big bucks.

This is not a school sponsored or funded program.

At the start of each session coaches give a lesson in bowling basics. Each week they work with the kids individually to improve their skill. Players not on bumpers establish averages and compete for your school's All Star Team. The Challenge Cup contest is held at Camelot in December and April with all schools competing at no additional cost to you. The trophy is awarded to the school.

Parents are invited to visit Camelot to observe the learning and fun activities. Our qualified coaching staff require good manners and respect of our safety rules. We reserve the right to deny enrollment for any reason.

After School Bowling

Here's the schedule. Circle your school:

Monday: Lynn Kirk, Kirkmere, Taft
Tuesday: Canfield Middle, Hilltop, CH Campbell
Wednesday: St Christines, St Mathias
Thursday: West Blvd, Stadium Dr, Bdmm Center Middle
Friday: Market St, Robinwood, Glenwood Middle

CALL CAMELOT TO JOIN
DO NOT CALL THE SCHOOL
DO NOT RETURN THIS FORM TO THE SCHOOL
DO NOT SEND MONEY WITH YOUR CHILD

Name _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Parents _____

email _____

Birthdate ____/____/____ Grade _____ Bumper Y N

Put me on the same lane as _____

Carpool. List anyone who will regularly pick up your bowler:

Camelot Lanes 330 758-6626

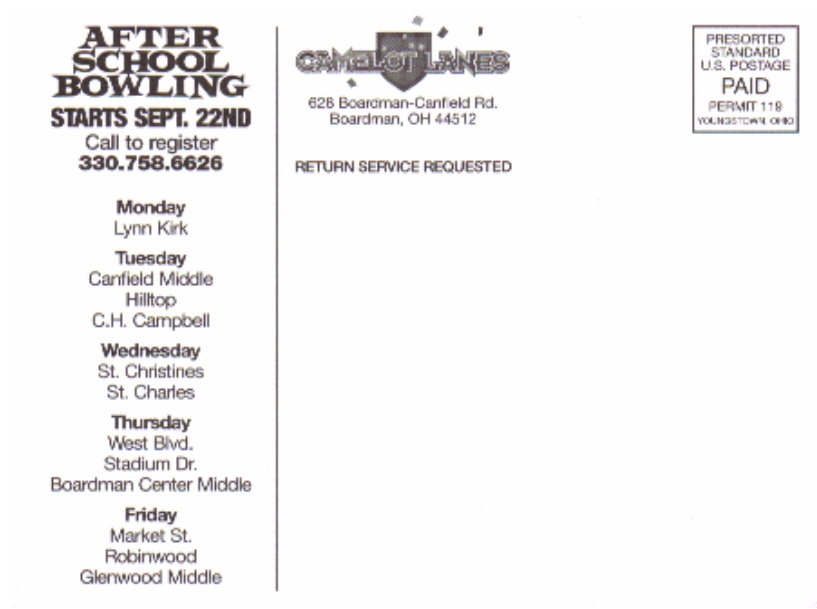
fax 330 758-1070

contact us: www.camelotlanes.com

Postcard - Front



Postcard - Back



Postcard - Front



Postcard - Back





Subj: Camelot Lanes' After School Bowling
Date: 8/25/2005 5:36:21 PM Eastern Daylight Time
From: bob.smith@camelotlanes.com
To: rwsator@aol.com
CC: peppsmith@aol.com

Dear Mr. Zambrini,

I am writing to ask your permission to allow us to contact your elementary and middle school principals, and invite their students to join our after school bowling program. We will present this to the individual schools or to your office as you prefer, both in September and January. The parents will be instructed to contact Camelot Lanes, and not involve the school personnel.

Again this year, Ms. Barb Loewitt will head up our program and will be assisted by retired or part time teachers, and students from YSU. Mr. Jack Bruderly, a senior touring professional for 30 years, will be heading up the coaching effort. All adults in contact with our students will have passed a background check. Our busses are all insured, and have had Ohio Highway Patrol inspections. Our drivers are retired or part time local school district drivers-all with necessary credentials.

We propose to offer the children a safe activity in a controlled environment and give them the chance to experience and involvement in a lifetime sport. If successful, we might even generate some champions for your high school bowling team.

Please consider my invitation to come and visit your/our children some afternoon.

I welcome any comments or suggestions you might have to improve this program.

Bob Smith
Camelot Lanes
628 Boardman Canfield Rd.
Boardman, OH 44512
330-518-5285 (cell)
330-758-6626 (office)
330-758-1070 (fax)
www.camelotlanes.com

Friday, August 26, 2005 America Online: PeppeSmith

Dear School Principal

October 1, 2004

I'd like to tell you about an exciting new opportunity we can offer your school families. Three years ago we decided to secure a bus to help us grow the youth bowling business. I have enclosed a story about our friend, Ray from Akron, who developed such a program. Since then we have been running after school bowling for the Canfield and Boardman schools with great success. This season we purchased a second bus.

We have received permission from your Superintendent to include your school. With your blessing, we would like to add your school to our after school bowling program. We have proposed a start date the week of Oct 17. Some literature, example enclosed, will be distributed at each location. Camelot will handle everything: registration, permission forms, and the roster. Our program is fully insured and we already have the staff.

As a competitive sport, bowling is an enjoyable form of physical activity, recreation, and entertainment. After school bowling offers

1. social interaction
2. a safe experience for every child regardless of size
3. the challenge of individual excellence
4. the challenge of individual excellence
5. scoring that is not judgmental
6. opportunities to develop leadership skills
7. an alternative to outdoor sports
8. development of hand-eye coordination
9. self discipline in an individual and team sport
10. a sporting experience for a lifetime

So far, the kids are having fun and the parents are delighted with our service. At each pick up location we do our very best to make the program stress free for you and your school secretary. Ask around, your contemporaries will vouch for us.

Bob Smith

Camelot Lanes 628 Boardman-Canfield Rd Boardman 44512 758-6626

