



Shaping Your Association Brand

USBC Convention ▪ April 23, 2024

A **Future** FOR
THE **Sport**

Roger Noordhoek

My Brand



Bowler



Volunteer



Business Owner



Consumer/Brand Marketing



Non-Profit Sports Marketing



Husband, Father, Family Man



My Mission:

"To wholeheartedly serve and advance the sport of bowling, fostering community, inclusivity, and a legacy of passion and excellence. I am committed to providing exemplary service, fostering growth, and making a positive contribution to the bowling world."

Bowling Industry Brands



Shaping Your Association Brand

Why you exist, what your purpose is.

WHY

How you promote your brand and the sport through your team.

HOW

The people you service, who your key stakeholders are.

PEOPLE

What products or services you offer to your stakeholders.

WHAT

"Your Association Brand is defined by the individuals who form your organization, its mission, and is demonstrated through the products and services you offer to the bowling community."

ASSOCIATION BRAND

WHY

HOW

PEOPLE

WHAT

STRATEGIES

*"When bowlers think about their Association,
they should visualize a friendly face in the bowling community."*

Mike Larsen

Senior Director Associations and Membership

United States Bowling Congress

Our Mission:

“USBC is the national governing body for bowling. Our mission is to provide services, resources and the standards for the sport.”

United States Bowling Congress



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Your Logo



**SOUTHERN
NEVADA**



**THURSTON
COUNTY**



**WARREN
COUNTY PA**

**ILLINOIS
STATE**



TEXAS STATE



**ARMSTRONG
COUNTY**



COLUMBUS



**NATION'S CAPITAL
AREA**

Key Brand Elements


1



LOGO

Most important, place it everywhere.

3



TYPOGRAPHY

Consistent typography reinforces brand identity.


2



COLOR PALETTE

Utilize USBC's color palette, follow for brand cohesion.

4



GUIDELINES

Set it, follow it, don't change it but evolve as needed.

What Represents You



DIGITAL MEDIA

Your website, social media presence online.



SHIRTS

The uniforms you wear, the merchandise you sell.



COMMUNICATION

The emails you send, your message to the bowling community.



AWARDS

What you provide, how it is presented, the way you recognize individuals.



MATERIALS

Business cards, flyers, handouts with your logo on them.



YOUR PRESENCE

How do you and your association representatives show up in your community?

Leverage National Programs



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Your Stakeholders



MEMBERS
League bowlers
Team captains
Tournament bowlers
Banquet guests



ASSOCIATION
Board members
Volunteers
League officers
Other associations



BUSINESSES
Bowling centers
Banks
Vendors
Local businesses

Member Needs/Wants



LEAGUE BOWLERS

Benefits,
membership card,
records, averages,
prize money,
awards,
competition, fun



CAPTAINS

League meetings,
certification, rules
enforced



TOURNAMENT BOWLERS

Rules, prize funds,
fairness, lane
patterns, format,
experience



GUESTS

Enjoyable dinner,
nice experience,
memorable night

Association Needs/Wants



BOARD MEMBERS

Meetings, events,
decisions,
financials



VOLUNTEERS

Donate time,
purpose, valued,
appreciated, do
good work



OFFICERS

Enforcing rules,
financials,
organization,
leadership



OTHER ASSOCIATIONS

Partnerships, idea
sharing,
community

Business Needs/Wants



BOWLING CENTERS

Revenue, consistent business, events, efficient operations



BANKS

Financial safeguards, utilization of programs



VENDORS

Support your events, host hotels, banquet services, meeting space



OTHER BUSINESSES

Partnerships, promote their products to members

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Roles and Responsibilities



MEMBERSHIP SERVICES

Membership processing, awards distribution, answering questions.



TOURNAMENTS

Run quality events, provide competitions, and reward bowlers for ongoing participation.



YOUTH DEVELOPMENT

Help create a better future for the sport, focus on growing youth bowling through recruitment and retention-based programming.



RULES

Uphold and enforce the rules, when you need help, refer to the book or USBC Rules Counselors.



FUNDRAISING/SPONSORSHIPS

Continue to support local and national causes, while also raising funds through partnerships to enhance your events.



GOVERNANCE

Run meetings, hold committees accountable to delivering on their given tasks and initiatives.



COMMUNITY EVENTS

Celebrate bowlers through quality events, while also capitalizing on local opportunities to engage the larger community.



ADVOCACY

Promote and help advance the sport, while also representing your members and bowling community here and at home.

Roles and Responsibilities

Local and state USBC associations play a vital role in supporting and promoting the sport of bowling, ensuring that bowlers have access to fair competitions and opportunities for skill development and enjoyment.

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Community Engagement

1

GATHER FEEDBACK

Regularly solicit feedback from your members to understand their interests, concerns and priorities.

2

EVENTS

Organize and participate in social events to foster a belonging in the community.

3

LOCAL CAUSES/INCLUSIVITY

Support charitable causes and initiatives. Remember, bowling is for everyone. Welcome individuals from all backgrounds.

4

EDUCATION/DEVELOPMENT

Offer resources and skill development to empower members to improve their game.

5

CELEBRATE ACHIEVEMENTS

Recognize and celebrate members highest achievements, milestones and contributions through awards ceremonies.

6

PARTNERSHIPS

Collaborate with business and stakeholders within the bowling community to amplify your impact and reach.

Customer Experience

1

FRIENDLY STAFF

Train members of the association to deliver excellent customer service with a friendly and helpful attitude.

2

EFFICIENT OPERATIONS

Streamline the check-in process, lane assignments, minimize wait times for bowlers, convenient online registration.

3

CUSTOMIZED PROGRAMMING

Offer a wide range of tournaments, catering to different skill levels, and run special events to appeal to broader audiences.

4

EDUCATION RESOURCES

Provide educational workshops to help bowlers improve, clinics for various topics to support bowlers on their journey.

5

FEEDBACK MECHANISMS

Don't just offer surveys but encourage participation, offer town halls and address concerns proactively.

6

PROMOTIONAL OFFERS

Find new ways to incentivize participation, packages for your events, early bird offers, anything to drive and improve frequency.

Branding Strategies

1

CLEAR IDENTITY

Define your association's mission, values and goals. Reflect your unique characteristics to appeal to your community.

2

CONSISTENT MESSAGING

Ensure all communication channels, websites, social media, emails and materials convey a message that aligns with your brand.

3

ENGAGE YOUR COMMUNITY

Foster relationships with local centers, leagues, teams, and individual bowlers. Collaborate with sponsors and partners.

4

DEVELOP CONTENT

Educate and entertain the bowling community, through articles, videos, podcasts, social media posts and more.

5

ENGAGE YOUR AUDIENCE

Encourage bowlers to share their experiences, photos, testimonials using branded hashtags. Highlight this on your site.

6

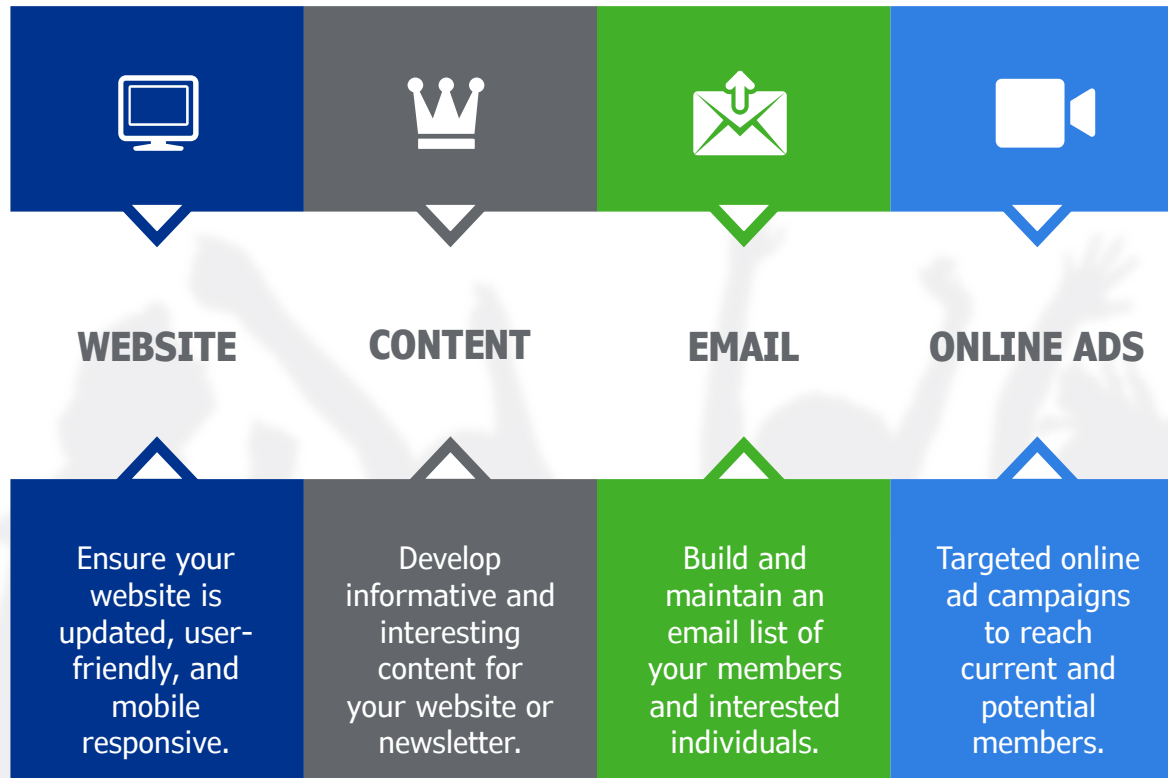
BRANDED MERCHANDISE

Everyone loves a good t-shirt, not only does it generate revenue, but its grassroots marketing within the community.

Social Media



Online Platforms



Traditional Marketing



Q&A Session

Shared experiences and challenges

Or

Community engagement, branding, and customer
experience questions?

Resources



1

BRAND GUIDES



2

LOGO SUITES



3

PLATFORMS



4

SLIDE DECK

PULL OUT YOUR PHONES, GET READY TO SCAN

Download Resources Here



<https://i.lead.me/beyrU8>

Final Thoughts



1

WHY

Start with Why, let people feel, hear, see your purpose in all that you do.



2

FRIENDLY

Association = Friendly face in the bowling community.



3

IMPROVE

Evaluate where you are today, make small steps towards improving.



2024 USBC CONVENTION

EXPERIENCE
is everything

Thank You

Roger Noordhoek

USBC Senior Director of Marketing

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