



2024 USBC CONVENTION

**E•X•P•E•R•I•E•N•C•E**  
*is everything*

**GO BOWLING™** and the  
**Member Experience**

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

# Introducing...

John Harbuck

*President – Strike Ten Entertainment*

Tom McNulty

*USBC Education and Regional Manager - Midwest*



# GO BOWLING™



- Strike Ten focuses on sponsor activation
- Drives traffic to member bowling centers
- Develops industry sponsor partnerships
- **Generates top-of-mind awareness for bowling!**

# Our Current Community

Who is included?

- Members
- Centers
- League Officers

How do we expand?

Who do we expand to?









# We Don't Have a Racecar, but....



Logos



Branding



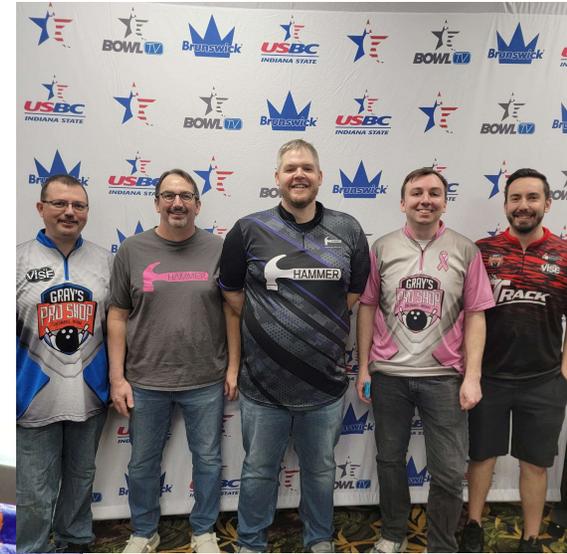
Use resources



PEOPLE!

# How to use Your Resources

- Branding your tournaments
- Engagement
- Greeters
- Announcements





2024 USBC CONVENTION  
*is everything*

Thank you! **Miami Valley USBC Premier Sponsors!** Thank you!



MASON	MIDDLETOWN	LEBANON
640 ROUTE 100 615-386-3617	1301 S. DRUGG RD 615-827-4900	415 WEST SECOND ST 615-827-4900
<b>Open Hours:</b> Mon-Fri: 8am-5pm Sat: 9am-4pm Sun: 10am-4pm	<b>Open Hours:</b> Mon-Fri: 8am-5pm Sat: 9am-4pm Sun: 10am-4pm	<b>Open Hours:</b> Mon-Fri: 8am-5pm Sat: 9am-4pm Sun: 10am-4pm



A Future FOR THE Sport



**MACY'S**  
**THANKSGIVING DAY**  
**PARADE®**

**WHO'S IN THE SHOE?  
MIKE AULBY  
Go Bowling Ambassador  
3x Hall Of Famer**





**SOCIAL MEDIA  
CAMPAIGNS**



**POSTER PROGRAM**



**LARGEST BALLOONICLE DISPLAY**

# Community Engagement

- Local parades
- Social media
- Table at festival / Back to School



# Sun Bay Bowl, Sturgeon Bay



Metro Detroit USBC  
September 30, 2023  
The Bowling Family is at the Lathrup Village Music Festival. We are community.



# Finding Events in Your Area

- Facebook Events
- Eventbrite.com
- Local Parks and Rec
- Chamber of Commerce



# National Bowling Day



Get your  
**FREE GAME**



**AUGUST 1 TO AUGUST 31, 2023** **GO BOWLING**

Coupon valid for one free game of bowling and has no cash redemption value. Limit one free game of bowling per person, per coupon, per day, valid daily from August 1 to August 31, 2023, between the hours of 8:30am and 5:30pm (holidays excluded) at participating bowling centers, when lanes are available and unreserved. Check your local center for limited hours of operation. Coupons presented at any other times are subject to refusal. Not valid during league play or immediately prior to league or tournament play. Not valid for shoe rental or concessions, and not to be combined with any other bowling offer. To locate participating centers, visit [www.go Bowling.com](http://www.go Bowling.com). No age restrictions apply. Offer good in the 50 U.S. states and D.C., its territories and military addresses only. Void where taxed, prohibited or otherwise restricted.



COMPLETE FORM BELOW for your FREE GAME COUPON

**SATURDAY  
AUGUST 12TH**  
6:00 AM - 10:00 AM ET



Fox & Friends Hosts welcome industry executives and Professional Bowlers to celebrate National Bowling Day and have fun bowling on the Fox Square Bowling Lanes.

**SCHEDULED APPEARANCES INCLUDE:**



BPAA President  
Kevin Krauss



Pro Bowlers Kyle Sherman  
and Brad Miller



A gracious donation by  
Worthy VA Center



## Eyes on the Event

- Live streaming at an event
- Getting local news station to come to your event

# Finding Events in Your Area

- Facebook Events
- Eventbrite.com
- Local Parks and Rec
- Chamber of Commerce



# Summary

- Bring bowling to the forefront
- Engagement / retention
- Find events in your area
- Partner with local businesses

# Call to Action

- Work on your plan
  - Resources on the ARC
- Board Approval
- Do
- Capture the Event
  - Pictures
  - Video
  - Gather Information
- Share YOUR Story
  - Your social media pages and website
  - Post to Association Leaders Facebook Page

USBC  
ASSOCIATION NAME

COMMUNITY ENGAGEMENT PROPOSAL

1. Event Name: \_\_\_\_\_
2. Date: \_\_\_\_\_
3. Population target (i.e., middle school youth, non-bowling adults, etc.): \_\_\_\_\_
4. Historic number of event attendees: \_\_\_\_\_
5. Specific association activity (i.e., running bowling carpets; free game coupon handouts; youth league promotion, etc.):  
\_\_\_\_\_  
\_\_\_\_\_
6. Event requirements:
  - a. Number of people required: \_\_\_\_\_  
Suggested individuals: \_\_\_\_\_
  - b. Material needs (booth, free game coupons, association brochure, bowling carpets, pop-up banner, etc.):  
• \_\_\_\_\_  
• \_\_\_\_\_  
• \_\_\_\_\_
  - c. Financial requirement (booth/space; printing; etc.):

• Item _____	Quantity _____	\$ _____
• Item _____	Quantity _____	\$ _____
• Item _____	Quantity _____	\$ _____
• Total Investment \$ _____		

Expected return on investment: \_\_\_\_\_





2024 USBC CONVENTION

**E•X•P•E•R•I•E•N•C•E**  
*is everything*

**GO BOWLING™** and the  
**Member Experience**

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