

## SEASONAL

1. New Year's Eve Parties
2. New Year's Day Special
3. Super Bowl Promotions
4. Sweetheart Doubles (Valentine's Day)
5. Senior Valentine's Sweeper
6. President's Day Classic
7. Pot O' Gold (St. Patrick's Day)
8. Senior Shamrock Singles (St. Patrick's Day)
9. Bunny Hop Tournament (Easter)
10. Easter Youth Promotion
11. Tax Return Day Sweeper (April 15)
12. Summer Rebate Program
13. Father's Day Doubles (June)
14. Back to School Promotion (August/September)
15. Halloween Promotions
16. Sadie Hawkins Mixed Doubles
17. Thanksgiving Promotions
18. Turkey Bowl (Thanksgiving)
19. Drop, Shop & Bowl (Thanksgiving/Christmas)
20. Holiday Coupons (Christmas)
21. Holiday Gift Certificates (Christmas)
22. Holiday Pro Shop Sale (Christmas)
23. Snow Bowl (Christmas)
24. The Critter Shoot (Christmas)

## SENIORS

1. Senior Fun Day
2. Senior Shamrock Singles
3. Senior Valentine Sweeper

## SPECIAL EVENTS

1. Bowl Over Beethoven
2. Casino Bowling
3. Ladies Day Fun Day
4. Learn to Bowl America
5. Senior Fun Day
6. Youth Bowling Day



## TOURNAMENTS

1. Battle of the Sexes
2. Bunny Hop Tournament
3. Cream-of-the-Crop Invitational
4. Every-Other-Week Sweeper
5. Family Fun Tournament
6. Fantastic Five Tournament
7. Father's Day Doubles
8. Frontrunners/Tailenders Tournament
9. Golf & Bowl Tournament
10. Grandparents Tournament
11. Grudge Match
12. Irish Stew
13. League Officer's Cup
14. Pot O' Gold
15. President's Day Classic
16. Sadie Hawkins Mixed Doubles
17. Senior Shamrock Singles
18. Super Survival
19. Sweetheart Doubles
20. Tax Return Day Sweeper
21. Triple-X Tournament



## LEAGUES

1. Anytime Funtime League
2. Baker (format) League
3. Bowling's Bookstore League (Hall of Fame)
4. Casino No-Tap
5. Chamber of Commerce Party League
6. Employees & Friends League
7. Family Have-a-Ball Program
8. Have-a-Ball
9. Jacket League
10. Junior Pros League
11. Parent/Pee Wee
12. Party League
13. Summer League Programs
14. Youth Captain & Crew

*Leagues*  
**NOW FORMING**

**MARKETING/  
MANAGEMENT**

1. Adult Birthday Parties
2. Advisory Council
3. Back In The Black
4. Birthday Club
5. Bowler Drop-Out Survey
6. Bowling Buck\$
7. Center Inspection Checklist
8. Customer Comments
9. Customer Service #1
10. Don't Be Afraid of Tournaments
11. Fall Planner
12. Frequent Bowler Bonanza
13. Fund-raising Ideas
14. Holiday Pro Shop Sale
15. Hospitality Index
16. In-House Awards Program
17. League Secretary Guide
18. New Bowler Orientation Guide
19. Outside Sales
20. Perfect Game Award
21. Rain Checks
22. Recruiting/Training Youth Coaches
23. Summer Action Plan
24. Summer League Programs
25. TeleMarketing Guide
26. Thank You/Welcome Card
27. The Special Sport (Learn-to-Bowl)
28. Waiting List Coupon
29. Win-a-Party Promotion
30. Youth Bowler's Guide to Bowling



**CUSTOM IN-HOUSE  
NEWSLETTERS**

1. Customer Newsletter
2. Employee Newsletter



**YOUTH**

1. Back to School Coupons
2. Birthday Club
3. Birthday Parties
4. Easter Youth Promotion
5. Everyone is a Winner
6. Graduation Parties
7. Junior Pros League
8. Learn-to-Bowl America
9. Parent/Pee Wee League
10. Recruiting/Training Youth Coaches
11. Say No to Drugs, Say Yes to Bowling
12. Teen Nights/Teen Club
13. Youth Achievement Award
14. Youth Bowler Calendar Fund-raiser
15. Youth Bowler's Guide to Bowling
16. Youth Bowling Day
17. Youth Captain & Crew



**MISCELLANEOUS**

1. Advisory Council
2. Bar-b-Bowl
3. Birthday Club
4. Birthday Parties
5. Break the Bank
6. Customer Survey
7. Don't Be Afraid of Tournaments
8. Drop, Shop & Bowl
9. Fund-Raising Ideas
10. Generic In-House Newsletter
11. Improve-Your-Bowling Seminar
12. In-House Awards
13. League Officer's Cup
14. Outside Sales
15. Perfect Game Award
16. Presidential Sports Award
17. Rain Checks
18. Say No to Drugs, Say Yes to Bowling
19. The Special Sport (Learn-to-Bowl)
20. Waiting List Coupon
21. Win-a-Party Promotion
22. Youth Bowler Calendar Fund-raiser
23. Youth Club

