



YOUTH JERSEY LEAGUE

Bowling League Guide

A Fun, Easy, and Organized Way to Introduce Kids to Bowling!

 Powered by USBC

 Questions? Contact: Zach.Barton@BOWL.com



Welcome to the Youth Jersey League!

The Youth Jersey League is a youth league program designed to introduce kids to bowling in a fun, noncompetitive and engaging way.

As a participating center in the Youth Jersey League, you will need to complete the center registration form and certify your league with USBC. After a bowler signs up and pays for your league, you can give them a discount code and QR code that allow them to order their personalized I AM Bowling jersey. Each jersey includes the bowler's name and YOUR center logo!

To simplify and organize your league signups, we recommend using the USBC Youth League Registration System. This online platform allows families to register and pay their full league fees in advance, ensuring all participants are confirmed before the first session. Each time a bowler registers, your center receives an instant email notification and the funds are deposited directly into your account. This streamlined process reduces administrative work for your staff and creates a smooth, professional experience for your customers.

Open and inspect your Youth Jersey League Promotional Kit. Check to see that you have all the materials you ordered. Each kit should contain the following:

- 2 – 22”X28” promotional posters (Printed Kit Only)
- 1 Pack of Sales Flyers / Registration Forms (50) (Printed Kit Only)
- 1 “How to Guide” (Printed Kit and Digital)
- 1 Youth Jersey League certificate to order your sample I AM Bowling jersey (Printed Kit Only)
- 1 Digital Marketing Kit that includes:
 - In-center monitor graphics
 - Web and social media ad templates
 - Sales flyers / registration forms
 - Promotional poster

Steps to Success (1–5)

Step 1: Get Familiar

Read this How to Guide and share it with your promotions team for a better understanding of this exciting program.

Step 2: Hold a Staff Meeting

Conduct a staff meeting to review the program. Make sure everyone understands the objectives of the program.

Step 3: Run a Sales Practice

Do a dry run sales training session for staff members responsible for in-center sales as well as those that will be selling outside the center. What are the highlights of this league?

Step 4: Plan Your League

Decide when this league will bowl and how many weeks it will run.

- 8, 10 or 12 weeks
- 2 or 3 games/week
- Cost per person
- Coaching features

Step 5: Set Up Registration

Create an online registration system to allow your prospective bowlers the ability to sign up and pay online prior to the start of the league.

We recommend using the USBC Youth League Registration System to create your league.

Steps to Success (6–11)

Step 6: Customize Your Flyers

Customize your flyers with the date, day, time and price of your league. The basic information your customers will need to know. Decide where and to whom you will distribute your flyers. Great places to distribute your flyers include in-center during open play, schools, churches and community centers.

Step 7: Direct Marketing

Develop and finalize your direct marketing plan. Utilize all of your database assets that you have at your disposal. Databases that you should have access to include birthday party groups, youth open play and youth league bowlers.

Create an email template and/or a league postcard that you can send to your databases inviting them to participate. As a participating center, you were provided with graphic assets via email that you can use to reproduce additional marketing materials.

Step 8: Set Up POS Materials

Place all your printed signage / materials in prominent locations in your center. Place the sample jersey (printed kit) near the front desk where everyone can see it.

Step 9: Assign a POS Leader

Assign someone on your staff to be responsible for all POS and to be sure that the flyers/registration forms are in place and remain stocked. Make sure your staff puts a flyer in every prospective bowler's hands!

Step 10: Weekly Staff Meetings

Conduct weekly staff meetings leading up to the start date. Make sure everyone knows your goals and remind everyone of the tasks and talking points that will lead your center to accomplishing these goals.

Step 11: Post on Social Media

Make sure to use all of your social media platforms. You have many followers on Facebook, Instagram and X. Make frequent posts with pictures of the provided assets. They will be your biggest sales tool!

Sample 8-Week Coaching Plan

The Youth Jersey League program is set to take place once per week for a determined number of weeks at a designated time as a 2 or 3 game program week league. Here is a sample 8-week schedule for the program.

WEEK	TIME	LANES	COACHING LESSON
1	TBA	1-10	Learning the Playing Field – the lane, equipment, right-handed/left-handed, evaluate skill level
2	TBA	1-10	Terminology/Fundamentals – Picking up the ball, hand position stance, hand position release, staggered stance set-up
3	TBA	1-10	Fundamentals, continued – Staggered stance without push away, push away, staggered stance with push away
4	TBA	1-10	Fundamentals, continued – Athletic pose, one-step with a push away, footwork
5	TBA	1-10	Review – Review lessons 1-4
6	TBA	1-10	Fundamentals, continued – Follow-through, finish position, lane play
7	TBA	1-10	Spares – targeting for spares, spare system
8	TBA	1-10	Putting it all together – Review the fundamentals, create practice sheet

For your coaching lessons, use the USA Bowling Coaching materials found on the Youth Resource Center on BOWL.com.

GET CREATIVE WITH YOUR WEEKLY PLAN!

Cost & Registration

Cost:

The format of this league is proven and successful. Your league participation fee should be based on your lineage fees and any additional in-center program costs. The jersey is a separate purchase made directly by the parent with I AM Bowling at the time they place their order. The cost of the jersey will be \$30 utilizing the league coupon.

Each participant in the league will still receive these core benefits that you determine:

- 8, 10 or 12-week league season
- 2 or 3 games per week
- Access to exclusive Youth Jersey League jersey designs (purchased separately)

Online Registration:

To simplify and organize your league signups, we recommend using the USBC Youth League Registration System. This online platform allows families to register and pay their full league fees in advance, ensuring all participants are confirmed before the first session. Each time a bowler registers, your center receives an instant email notification and the funds are deposited directly into your account. This streamlined process reduces administrative work for your staff and creates a smooth, professional experience for your customers.

Jersey Orders

Step 1

When an athlete registers and pays for your league, you will provide them with a discount code and QR code to purchase their exclusive Youth Jersey League jersey.

Step 2

When scanning the QR code, the bowler will be directed to a landing page where they can customize their league jersey. The customized features include:

- Jersey design – Pick from 3 different designs
- Jersey size
- Bowling Center – This ensures the correct center logo is included on the jersey
- Athlete's Name

Step 3

The bowler will add the discount code provided to get their custom I AM Bowling jersey at the program discounted price of \$30.

Step 4

I AM Bowling will collect shipping details from the participants, and the jersey will be shipped directly to the address provided.

Step 5

Check with each participant to ensure they have ordered their league jersey on the first week of league

Keep Bowlers Engaged:

Remember to encourage each bowler at the end of the program to join another youth league within your center. Rolling over the bowler into another league will ensure continued participation and create a long-term customer.

Be prepared to distribute flyers, registration forms and marketing materials near the conclusion of the league for the next program in your center.

Thank You for Growing the Game!

Together, we're giving youth bowlers a fun and welcoming experience they'll never forget.

Need help?

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Encourage each bowler to continue the great sport of bowling!

