

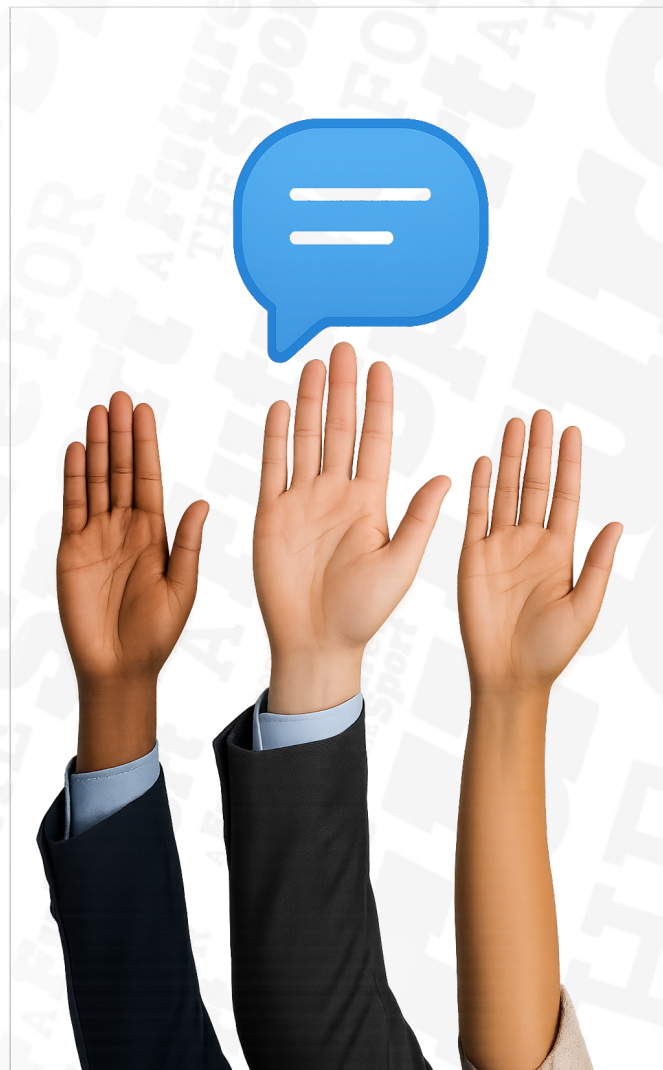


A **Future** FOR
THE **Sport**

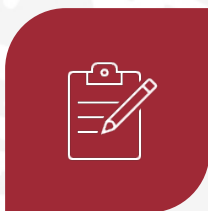
Tournament Best Practices

We Encourage Your Participation and Ideas

- Raise hand feature
 - Name
 - Association
- Chat feature to ask questions
- We are here to help and support each other



General Housekeeping



**YOUNG DELEGATE
GRANT
APPLICATION
WINDOW OPENS
LATER THIS MONTH**



**WELCOME TO THE TEAM
NEW FIELD SERVICE
MANAGERS**



**CHECK IN WITH
YOUR LEAGUES AND
CENTERS**



**2026 ASSOCIATION
LEADERSHIP ACADEMIES
COMING TO DETROIT,
NASHVILLE,
PORTLAND, OR AND
DENVER IN ADDITION TO
ONE @ HQ**

Tournament Roadmap



Embracing Opportunities

Post Tournament & Recognition

The Event Experience

Sponsorships & Partnerships

Promotion & Marketing

Management

Tournament Prep & Scheduling

Audience Participation

Who has success stories they would like to share?

- Increase in entries
- Successful new formats
- Sponsorships



Pre- Tournament



Choose

Choose format
(team, doubles,
singles)



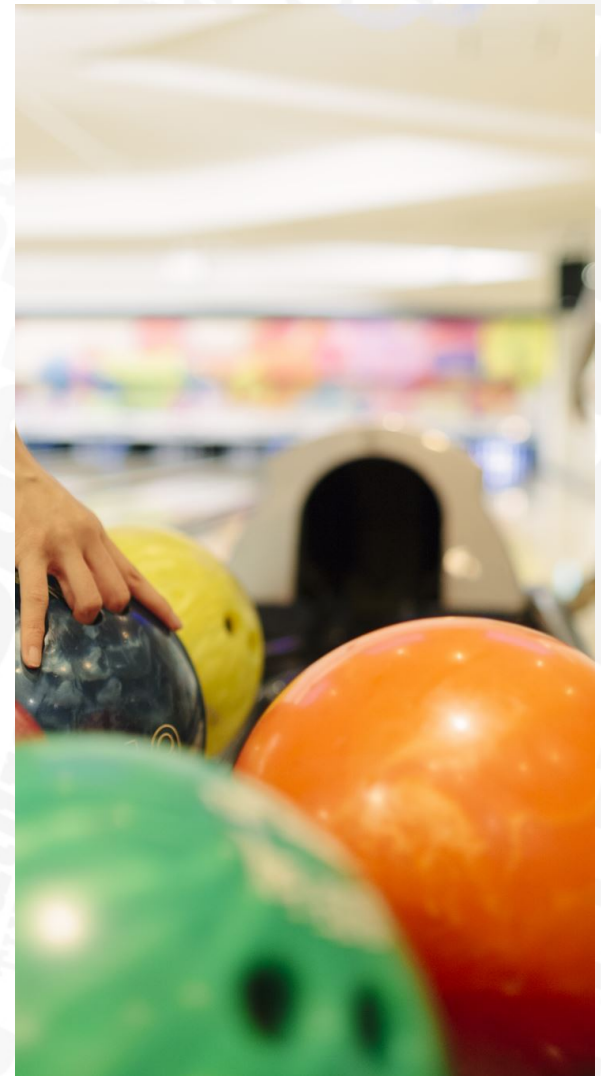
Schedule

Schedule
strategically –
avoid conflicts

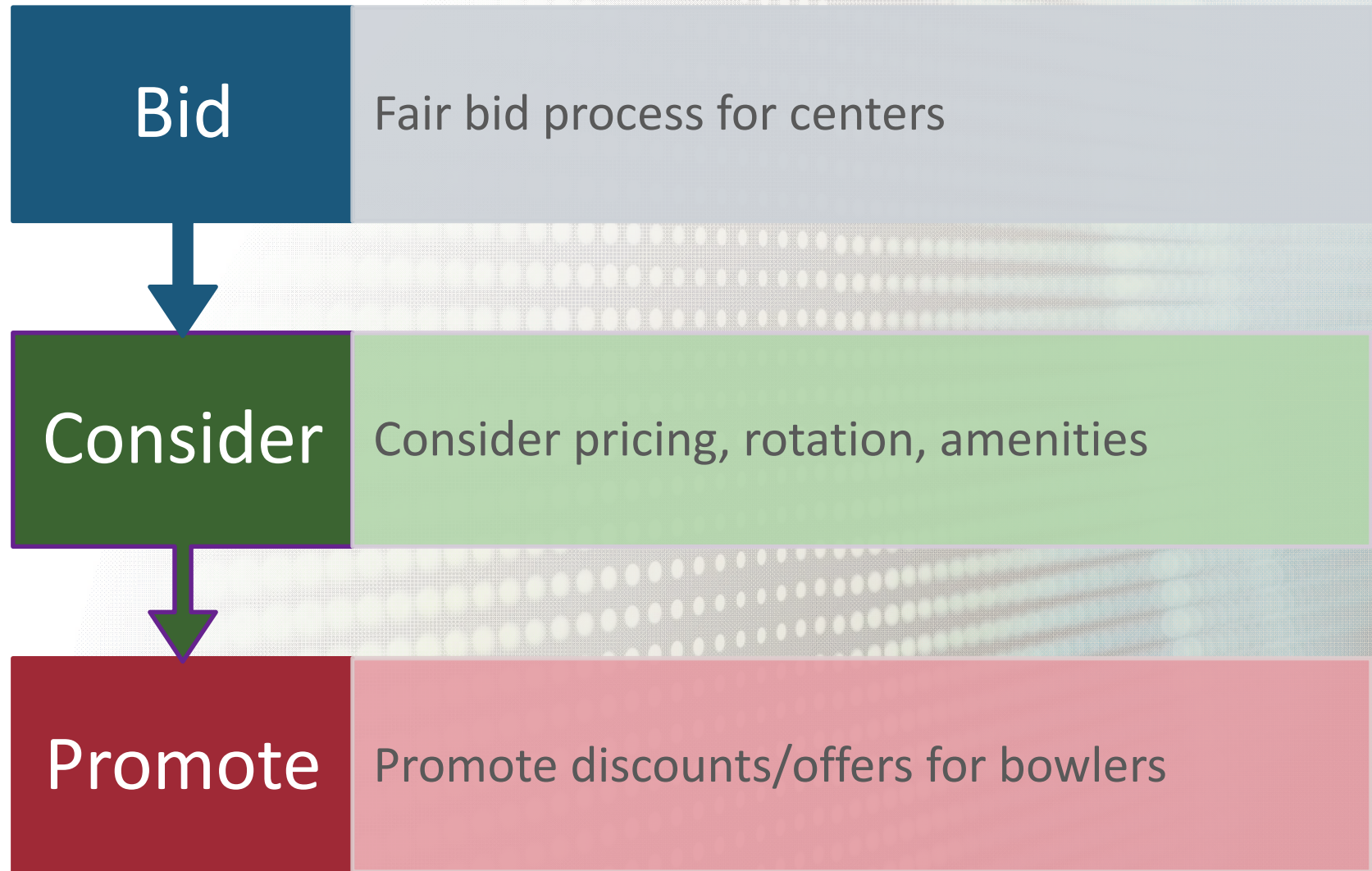


Finalize

Finalize rules &
entry forms



Bid Process & Amenities



Tournament Management

ASSOCIATION
LEADS – CENTER
PROVIDES LANES

TRAIN & SUPPORT
TOURNAMENT
WORKERS

VISIBLE,
ACCOUNTABLE
WORKERS

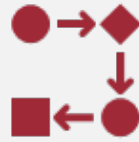


Audience Participation

How are you currently promoting your tournaments?

@doloresvela

Promotion & Marketing



Ongoing process –
not 'one & done'



Email, social
media, websites,
flyers



Board members:
personal touch

Marketing Keys

Rule

Rule of Seven: repeated exposure builds trust

Partner

Partner with promoters & known bowlers

Use

Use incentives & themed squads

Sponsorships & Partnerships

1

Engage local businesses & center vendors

2

Offer discounts, coupons, prize support

3


Build relationships over time

The Event Experience

Onsite awards & incentives



Prestige: anthem, color guard, past champions



Recognize long-time & first-time bowlers

Making Events Memorable



FUN THEMES, CHARITY
TIE-INS



ADVANCE
RESERVATIONS FOR
NEXT YEAR



CREATE A 'MUST
ATTEND' ATMOSPHERE

Post-Tournament Essentials

Verify results within 30 days



Timely payouts with fair prize fund



Thank workers, sponsors, centers

Recognition & Feedback

1

Recognize winners
(banquets, shirts, posts)

2

Gather surveys
& honest feedback

3


Plan improvements
for next year

Improvement Opportunities

Internal Review→
What went right? What went wrong? Be honest.



Survey Your Bowlers→
What do they want?
They WILL tell you!



Consider their suggestions.→
Same old thinking guarantees the same old results.

Key Takeaways

- **Tournament Prep & Scheduling**

- Be Prepared

- **Management**

- Training
- Coordination and communication with the centers and volunteers

- **Promotion & Marketing**

- Entries prepared and social media updated for tournament

Key Takeaways

- **Sponsorships & Partnerships**
 - Always be on the lookout for opportunities
- **The Event Experience**
 - Pomp and Circumstance
- **Post-Tournament & Recognition**
 - Meet deadlines
- **Embracing Opportunities**
 - Evaluate and review



Questions



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