Bowl Patrol

Centre Promotions

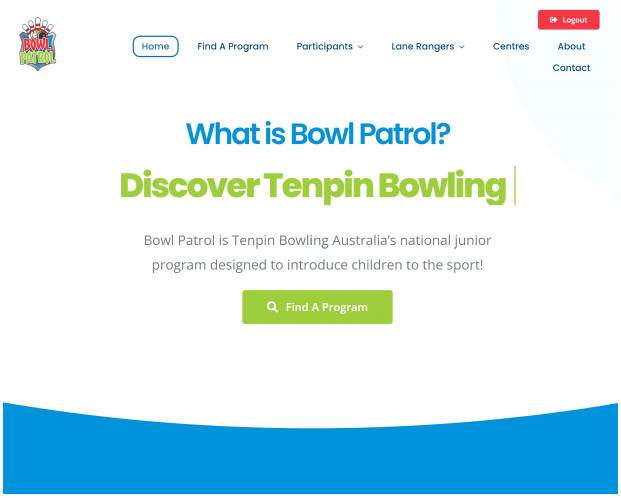
CHECKLIST

Hoping to run a Bowl Patrol program in your centre? Good for you. A few things to help you promote and recruit kids in to the program. Don't forget to check www.bowlpatrol.com.au 'Centres' page for more.

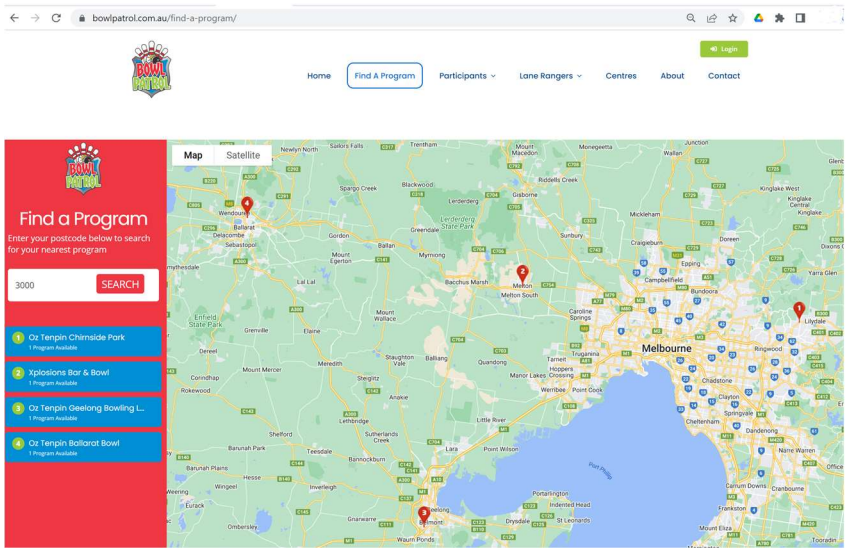
- ☐ Use the **QR code** on everything! From emails and socials to in centre signage, printed score sheets, party materials, etc. High res available upon request
- ☐ Share **website** bowlpatrol.com.au location for more details and to register or **email** bowlpatrol@tenpin.org.au
- ☐ **Facebook** and **Instagram @BowlPatrolAus** #bowlpatrol (#learntobowl #strikingmachine) send content of kids bowling, promo ops, videos/pics of your program, Lane Ranger, msg for support
- ☐ A5 colour printed double-side **Flyer** or send electronically to your contacts
- ☐ **Patroller Pack** on display (t-shirt, cap, drink bottle, wristbands, Lane Ranger folder, etc).
- ☐ Mention **sport vouchers** cover the full costs (ex. ACT) Google your state's sport vouchers
- ☐ Promo **videos** playing in centre nightlife and reception screens, on social media
- ☐ Pull up **banner** displayed at entrance or side of lanes/reception area
- ☐ **Come & try sessions** roll out BP carpets and let kids try, talk to parents/carers
- ☐ Talk to your **schools/teachers** about BP as a funded program **Sporting Schools** and/or **Club Connect**
- ☐ Request the flyer or promo story/text is included in local primary school **newsletters**
- ☐ Brief **staff** including FAQ's and encourage immediate registration in centre (via mobile ph.)
- ☐ Collect '**Expression of Interest**' names/contact to follow up
- ☐ Run Bowl Patrol as part of your **junior league** or as a prerequisite
- ☐ Enquire with **local government** and community groups about opportunities to communicate the program (school holiday initiatives, grants, etc)
- ☐ Ensure **Bowl Patrol** and/or juniors are part of your major tournament and events, giving live demonstrations, meet & greet with HP/NTS athletes, coaching, etc
- ☐ Explore other **opportunities** to share the program (campaigns, #ThisGirlCan, Active communities, parent groups, Autism groups, support networks and organisations)

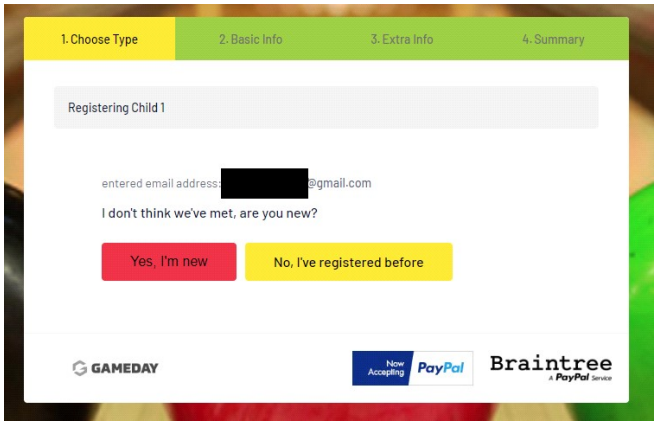
Further Explanation

- **QR code** directs to bowlpatrol.com.au for more info/FAQ, program registrations and listing, plus inclusion resources and Lane Ranger training



- In partnership with TBA, your program will appear on the **Bowl Patrol website**, this way you'll have a link to share on social media/emails and with parents in-centre when it's time to sign up. www.bowlpatrol.com.au





Our registration platform is GameDay

- **Facebook/Instagram** is the second most responded way of signing up to the program, share your program on your socials, interact by likes/comments/shares with the Bowl Patrol socials. Run some ads or post pictures of kids enjoying bowling with links to Bowl Patrol registration. You might also find other kids/sporting/community groups to share your Bowl Patrol program with. #bowlpatrol @bowlpatrolaus

https://www.facebook.com/bowlpatrolaus/

https://www.instagram.com/bowlpatrolaus/

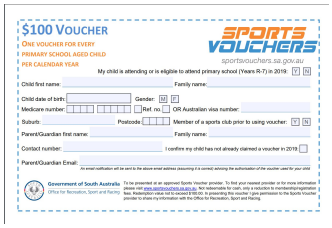
- TBA can help with the artwork for a **Bowl Patrol flyer** with your centre's details, this can be handed out to customers, displayed in the centre, pinned to community noticeboards, given out at Birthday parties or used electronically via email to local schools, publications or database memberships.

Side 1

Side 2

- Display the **Patroller Pack** which includes a back pack, drink bottle and t-shirt participants receive this when they sign up to the program.

- **Sport Vouchers** are available in every state and territory except ACT. These vouchers can cover the cost of the program (multiple programs in some states) and vary on availability. In some states a government issued Health Care card (VIC) is required, in other state every child can access the voucher (NSW). In SA the voucher 'code' is their Medicare number. Google for more resources from your state providers including templates, logos, etc.



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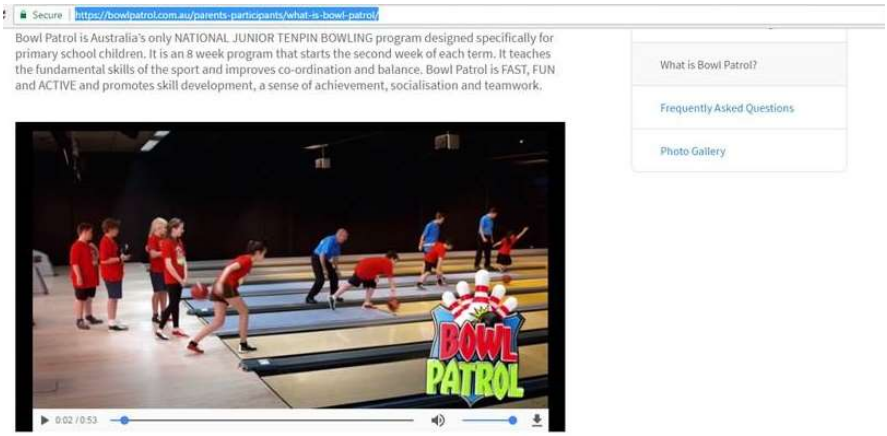
- Download the MP4 **video** file from the Bowl Patrol website to play (on loop) in your centre e.g. https://bowlpatrol.com.au/parents-participants/what-is-bowl-patrol/ find the little grey underlined arrow at the bottom right hand side of the video, click to download.



- Add the Bowl Patrol promo or flyer image to your computer score **screens** or at reception/entry points.

(Bendigo)

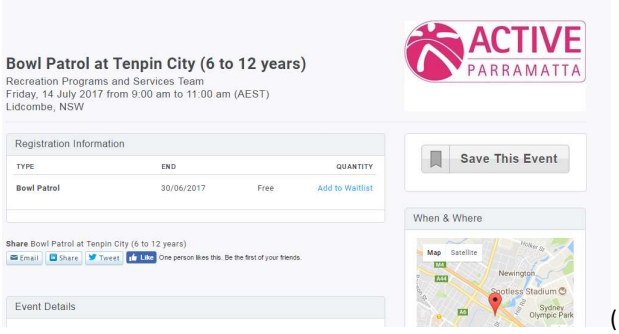
- Ensure the pull up Bowl Patrol banner is displayed in a prominent position in your centre

(Caboolture)

(Watergardens)

- **Come and Try** sessions in your centre, particularly when there are plenty of families with primary school aged kids around, are a perfect way for people to see and understand Bowl Patrol.
- Utilise your local school or after school care connections and request they put your flyer in their **school newsletter** or up on a notice board**.**

- Remind **schools** they can access fully funded Bowl Patrol programs for their students (primary schools only at this time).
- Have an **ipad** or laptop/computer on hand so people can sign up on the spot, have the Bowl Patrol website ready with the link to the registration page for your program.
- Collect '**Expressions of interest'** – a list of people interested in the program (include coaches/part hosts, etc) to contact once a program is available at your centre.
- Make sure your **staff** know about the program and are equipped to answer questions including directing people to the registration site. These Frequently Asked Questions might help, print them out and display them on the reverse side of a front desk sign. https://bowlpatrol.com.au/parents-participants/frequently-asked-questions/
- Make 'Bowl Patrol' a prerequisite or pathway program to your **junior league** running it at the same time or just before so the progression to league is easy and obvious.
- Enquire with your sport and recreation personnel at **local government** or community groups for opportunities to promote Bowl Patrol. For example; school holiday or after school care programs. Be sure to highlight the benefit for kids of all abilities.



(Lidcombe)

Have some more ideas? We're all ears!

Try them out or if you need our support (branding or to check your promotion) drop us a line…

Tenpin Bowling Australia 07 3262 4455 or 0406 007 832 bowlpatrol@tenpin.org.au
@bowlpatrolaus