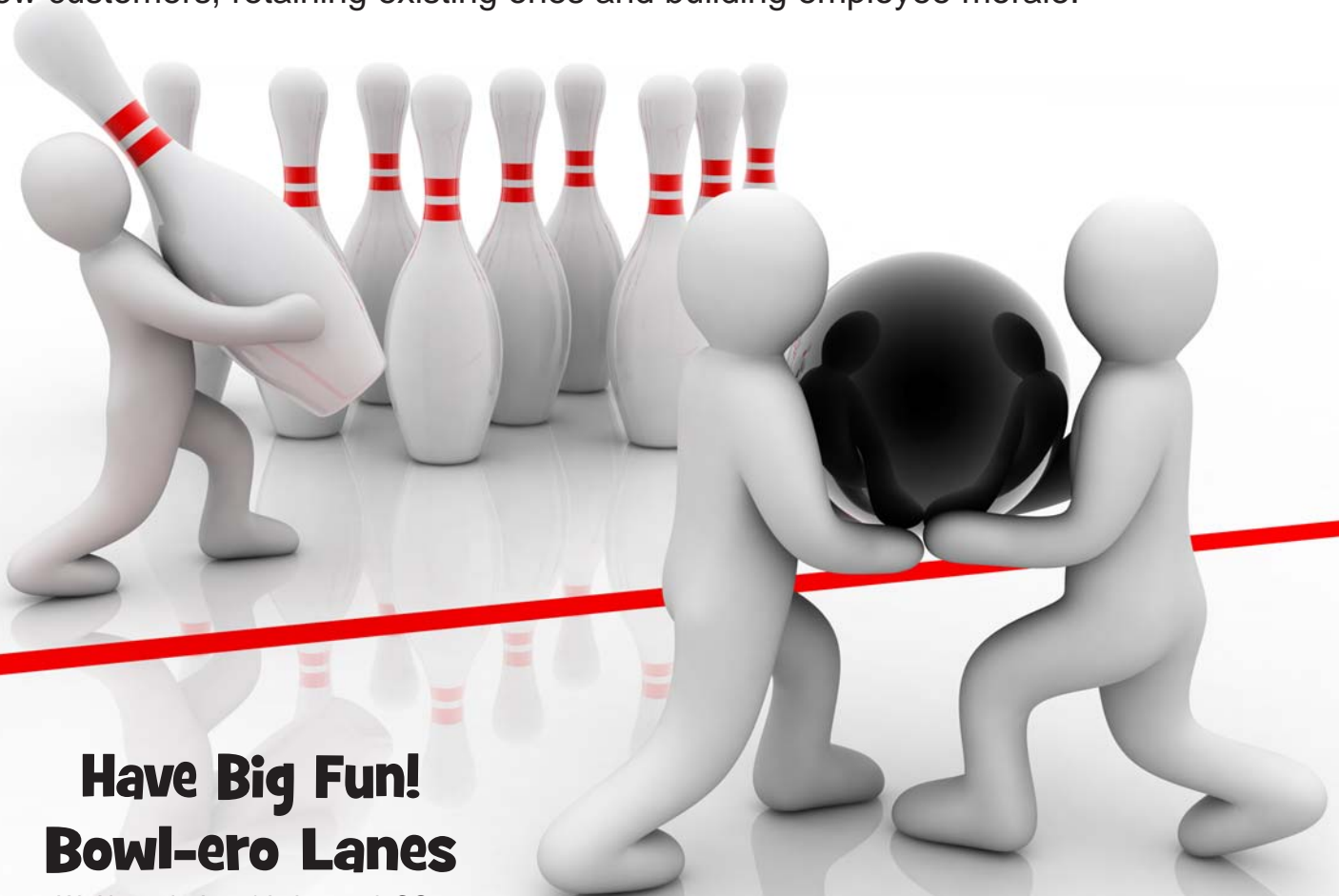


# Grass-roots marketing opportunities.

Your business is a *neighborhood* business. You need effective (affordable) marketing strategies that can reach as many potential customers as possible for as little cost as possible.

Bowl-ero Lanes is pleased to offer you several grass-roots, neighborhood marketing opportunities that are affordable, high-value and exceptionally effective at growing your business by attracting new customers, retaining existing ones and building employee morale.



**Have Big Fun!**  
**Bowl-ero Lanes**

5480 W. Alameda Ave. \* Lakewood, CO 80226  
(one block West of Sheridan)  
(303) 922-1125 \* [www.Bowl-ero.com](http://www.Bowl-ero.com)

# Bowl-ero Lanes Sponsorship Opportunities

Bowl-ero Lanes is the perfect marketing partner. We offer your business a variety of comprehensive, strategic partnerships that are not only effective but fun as well.

## Friends of Bowl-ero Lanes \$365/year

You can partner with Bowl-ero Lanes for as little as \$1.00 per day. This package gives your business year-'round visibility, exposure to thousands of potential new customers and special benefits and privileges for your employees and customers. The "Friends of Bowl-ero Lanes" package includes:

### MONITOR ADS

You'll receive a rotating graphic ad on our 32 automatic scoring monitors 7-days-a-week, 365 days a year. This feature alone represents hundreds of thousands of impressions annually.

### BOWLING "DAY PASSES"

We'll give you 1,000 customized "Day Passes" that you may give to your customers at your discretion. Each "Day Pass" is good for two free games of bowling (shoes included). This feature has a retail value of more than \$9,000!

### EMPLOYEE PRIVILEGES

We'll provide you with special identification cards for your employees which will entitle them to exclusive privileges, benefits and discounts anytime they come in to bowl or eat with us.

### COMPANY PARTY

We will give you a free company bowling party (for up to 50 people) that may be used in April or May or you'll receive a \$100 discount on a company party booked any other time of the year. Your "Free Party" includes two hours of bowling and shoes.

### WEBSITE LINK

Your company will be featured on our website with a link to your website.

### CROSS-COUPONING

You are welcome to provide us with coupons for your business that we will gladly distribute to our customers.

## PBA Platinum Sponsor \$995/year

This package gives your business the same year-'round visibility, exposure and features as the "Friends of Bowl-ero Lanes" package but with the added dimension of becoming a part of two professional bowling events. The *PBA Platinum Sponsorship* includes:

### PBA PATRON SPONSOR STATUS

Bowl-ero hosts two Professional Bowlers Association events each year (one in April and one in October). The events attract the top bowlers on the PBA Tour. As a Platinum sponsor you'll receive:

### ALL ACCESS TOURNAMENT PASSES

You'll receive complimentary "All Access" passes to the tournaments. You may give these passes to your employees, customers, vendors, etc.

### PBA PROGRAM AD

You'll receive a complimentary quarter-page ad in the official PBA program.

### VIP PARKING/SEATING

You'll receive VIP privileges during the events. VIP status includes preferred seating, preferred parking and food & beverage discounts.

### TOURNAMENT RECOGNITION

Your company will be recognized as a PBA Patron Sponsor on all tournament promotional literature and signage and during the Pro-Ams and trophy presentation.

### PRO-AM ENTRIES

You will receive one complimentary Pro-Am entry that you may use as you wish. Give it to an avid bowler or use it yourself for an opportunity to bowl with the pros.

### "FRIENDS OF BOWL-ERO LANES" BENEFITS

In addition to all the PBA Tournament features listed above, you will also receive all the benefits of the "Friends of Bowl-ero Lanes" package on the left side of this page: MONITOR ADS, BOWLING "DAY PASSES," EMPLOYEE PRIVILEGES, COMPANY PARTY, WEBSITE LINK, CROSS-COUPONING.

Please contact Paul Kreins or Michelle Sidener at (303) 922-1125 or paulkreins@aol.com.