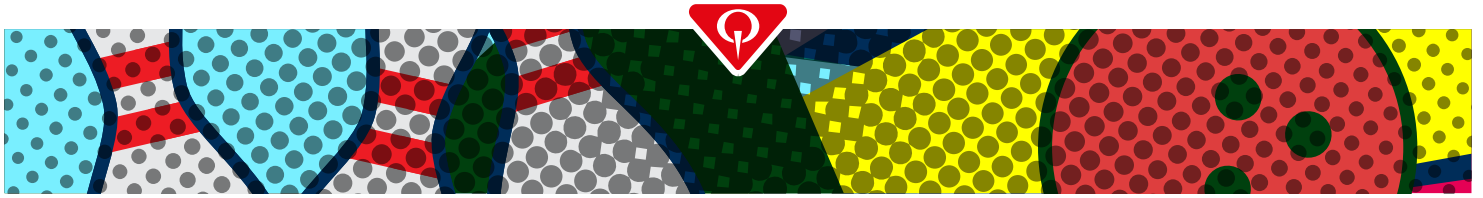




Leveraging the Reopening Marketing Kit



Leveraging the Reopening Marketing Kit

Reopening the center comes with many new responsibilities to include federal, state and local guidelines, as well as new expectations of the customers. It is not as simple as unlocking the doors and resuming business as usual. Many areas must be addressed, from cleaning and safety to communicating with customers and employees and getting them back to the center.

As you prepare to reopen, we have created a free, digital [Reopening Marketing Kit](#) for you to utilize to welcome your customers back to your center and remind them of the changes you have made for their safety and well-being. The kit is complete with social media posts, in-center monitor ads, email templates, outdoor signage, labels, checklists, Operational Considerations and more! This material can be leveraged to build confidence with your guests and encourage healthy and safe behaviors.

The messages are designed to build confidence and remind the customers that their safety and cleanliness is top priority.

Let's explore the contents of the Reopening Marketing Kit and how the pieces can be leveraged to help you have a safe and successful center reopening.

OUTSIDE CENTER MARKETING COLLATERAL

Even though the center has been granted permission to open for business, some customers may be a little uncomfortable returning right away due to not realizing the measures being taken to provide them a safe, clean environment for their entertainment. Communicating that guest safety is top priority is important in building the confidence they might need to feel comfortable returning. Marketing this message of safety and wellness is necessary to reengage existing customers and continue to attract new ones. Building confidence with existing customers is an essential part of reopening. These loyal customers will also help spread the word to others.

SOCIAL MEDIA & EMAIL

In today's environment, messaging on social media and through email is more important than ever for a business to have successful communication with its customers.

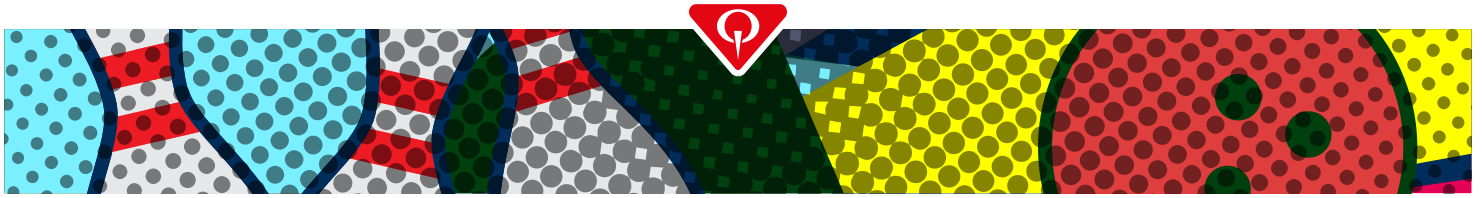
Communicating the center's dedication to the guests' health and safety should start long before they enter the facility. The marketing kit builds confidence for guests to return.

These social media and email files are quick and easy. Simply pop in the image, add your text and post or send.

The files can also be reduced in size and used in text messages and woven into the center website pages or used as a page banner if a dedicated page has been created.

Send an email to all adults in the center database with a personalized message to let them know you are ready to serve them when they are ready to return.

- Coming Soon...Good. Clean. Fun. (for those who haven't opened the doors yet)



- Fun Can't Wait! You Don't Have To Either. Welcome Back To Bowling!
- Our Guests Are Our #1 Priority. We're working hard to provide you with good, clean fun.
- Now Taking Reservations! Welcome Back To Bowling! #SupportBowling #SupportLocal
- Committed To Clean. New Cleaning Procedures Are Being Used In Our Center.
- Welcome Back To Bowling! Good, Clean Fun Guaranteed!

IN-CENTER MARKETING COLLATERAL

Don't give guests a reason to doubt the cleanliness or safety of your center. Be obvious with cleaning procedures and operational practices and keep the importance of maintaining a safe and healthy environment by keeping the message top of mind with in-center marketing.

MONITOR ADS

It is important to reinforce the various rules that may be in place as well as the efforts that your center is undertaking in order to provide a clean, safe environment for your guests.

Monitor Ads are a great way to reinforce the efforts your center is taking to provide a clean, safe environment for their entertainment pleasure.

These overhead monitor ads are great for identifying lanes that are closed for social distancing, while also describing your center's commitment to health and safety and reminding your customers of important recommendations and guidelines to follow.

- Remember, upper monitors and SuperTouch screens can be independent of one another for advertising purposes.
- For On-Lane Advertising it is recommended to set the Picture Display Time to 4 – 5 seconds to make sure the ad does not distract from the bowling experience. Off-Lane Advertising ads can have longer Picture Display Times based on content of the message.
- Make sure the staff is aware of the messages on the monitors so they can effectively answer any questions that the customers may have.
- Overhead monitors are great for identifying lanes intentionally closed lanes to support social distancing, while also reinforcing your center's commitment to the customer's health and safety.
- For instruction on how to set up advertising, please reference the associated [Quick Reference Sheets](#) here.
- Monitor Ads are also perfect as computer background and screensavers.
- Ceiling dangles are a great way to capture the customer's attention. Repurpose the MMS files to have dangles printed to keep the message and look consistent.
- Monitor Ads can also be utilized on the center website.

BES X provides the ability to create multiple advertising playlists that can be shown in different areas of the center (utilizing MMS) and on the overhead monitors and SuperTouch screens. When creating and displaying graphics specific to safety, reopening and social distancing, you'll want to create new playlists that specifically highlight your safety rules and reminders, while also adding these graphics to some of your general advertising playlists as well, putting the playlist with the 'closed lane' graphic only on the lanes not in use.



Recommended BES X/MMS Playlist

The BES X Marketing Kit includes a number of promotional MMS Ads that can be incorporated into the playlist keeping the messaging entertaining. If additional social distancing ads are desired, keep in mind the desired aspect ratio is 1280 pixels X 720 pixels. BES X Marketing Kit and all other licensed marketing kits can be found in Conqueror: **Utilities>Marketing Kits.**

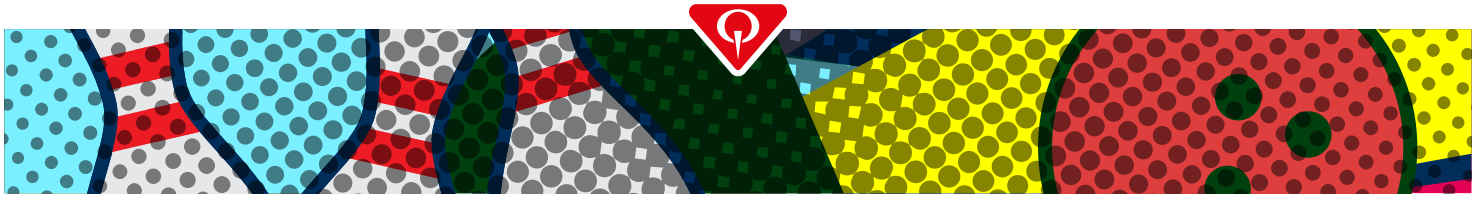


• HEALTH AND SAFETY RULES

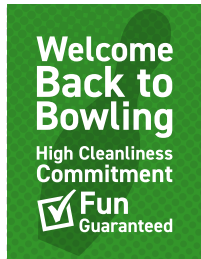
- Ads in this playlist would include any of Reopening Marketing Kit MMS Ads seen here.
- These ads will reinforce the commitment to your guest's health and safety.
- This playlist can also be utilized as part of On-Lane advertising to show these ads during play.
- For MMS users, consider utilizing sequences at front desk so the playlist can be combined with other info like price lists and waiting lists.

• LANE CLOSED

- Prepare a dedicated playlist with the Lane Unavailable MMS Ad to be displayed on the overhead monitors for any lanes that are closed for social distancing.
- Consider including a few promotional messages into the playlist so the lane will rotate between the images rather than keeping the message static on screen. Remember the upper monitor and SuperTouch screens can have different messages. Consider upper monitors having a single static ad above, while lower monitors have a playlist that also includes the other Reopening MMS ads to remind customers to practice these safety messages.



SIGNAGE



As guests arrive to the center, it is important to emphasize the cleaning procedures in place and highlight the hard work that you and your staff have put in to place to get back to bowling.

Communicating your dedication to the cleanliness and safety of your guests is an important part of reopening the center. Even though customers already know the extent the center is going to in order to remain clean and safe, reminding them with signage throughout the center will keep the message top of mind.

- The files provided in the Reopening Marketing Kit can be used for many types of signs, from posters to window clings. They can also be increased in size to create outdoor banners or flags.
- Window clings at the entrance of the center are a great way to put the guests at ease from the beginning. Window clings should be positioned at eye level and placed level on the door or window. A crooked cling makes it appear that the message isn't important enough to take the time to position it properly.
- Posters can be hung independently or placed in frames to protect

them from damage and should be placed in high traffic areas such as near customer service desk, food and beverage counter or near restrooms. If hanging posters with tape, make sure it is done carefully. As with window clings, make sure the poster is at eye level and level across the top. Keep tape level with poster, consistent in length and evenly place to securely adhere poster to wall and have no gaps that could possibly cause them to be torn.

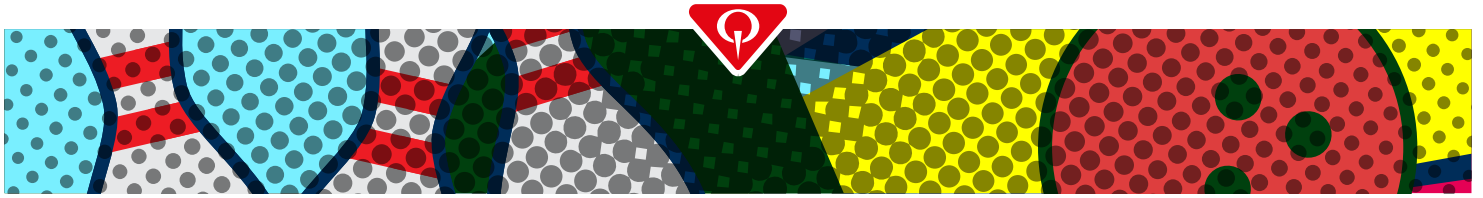
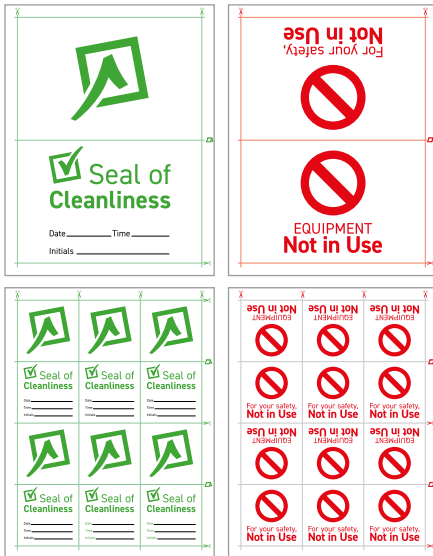


TABLE TENTS, TAGS AND STICKERS



Once guests have arrived and checked in, it is important to assure your guests that their area has been sanitized and is ready for play.

Many of the files in the Reopening Marketing Kit were designed so you could print them on a personal printer, if desired. However, if doing so, make sure the printed files are aligned properly, ink is consistent and files are cut accurately to appear professional. If the center requires a considerable number of table tents or stickers, you might consider requesting a bid from an outside printer, as often it is less expensive than replacing printer cartridges.

- These files can be used to print table tents or stickers that may be used to designate equipment, furniture or areas that have either not been sanitized as of yet or are off limits due to social distancing or other regulations.
- Remember to inspect table tents routinely and replace any that appear worn or tattered.
- The kit also includes sticker files that can be printed in various sizes that verify the cleanliness of high touch areas or products such as tables, SuperTouch screens and bowling balls. Stickers should be printed on repositionable, not permanent adhering stock.

FLOOR STICKERS



Adhering to social distancing isn't quite second nature yet therefore floor stickers are a great way to remind guests to keep their distance. As with other marketing material, inspect floor stickers routinely to avoid an unspoken negative message to the guests by torn or worn stickers.

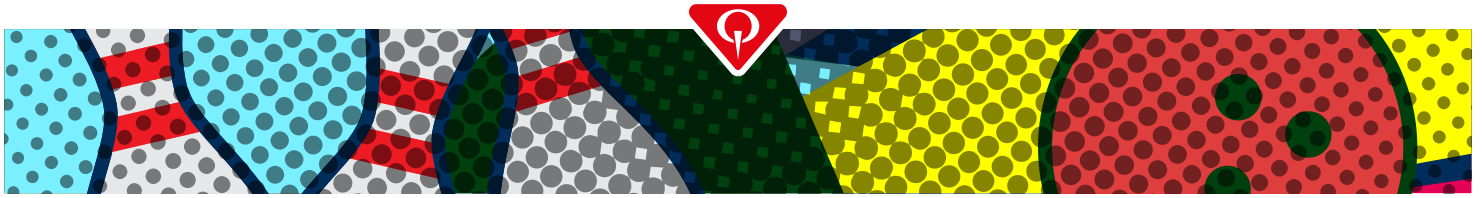
OPERATIONAL CONSIDERATIONS FOR VENUE REOPENING

This document is a collection of best practices to consider from experts within the industry in areas that need addressing in preparation for reopening. These considerations, married with federal, state and local guidelines will provide you peace of mind, knowing you have considered everything and are doing what is best for you and your customers.

These areas include:

- **Daily Cleaning Procedures and Facility Sanitization**
- **Employee Areas and Work Practices for Employees**
- **Social Distancing Considerations**
- **Servicing Guests**

To download the full Operational Considerations for Venue Reopening Guide [click here](#).



COURTESY CARD

Courtesy Card				
LANE #		ENVIRONMENT		
BOWLER NAMES	BUMPERS	SHOE SIZE	BALL WEIGHT 12, 14, 16, 18, 20	BALL SIZE 14, 15, 16, 17, 18

The Courtesy Card allows you to enhance the customer's experience by capturing pertinent information so you can set them up for their bowling experience from the desk instead of them doing it at the console. A full service experience! Give top-customer service to all your guests and speed up the check in process!

- File was designed to be printed 2 cards per 8 ½" X 11" paper or cardstock. However, if printing professionally consider having them padded into pads of 50 – 75 for convenience.
- The card will assist the staff in learning customer's names to begin offering a more personalized experience. What a great way to welcome a return customer back to the center than addressing them by their name.
- The courtesy card can be uploaded to the website and filled out before guests arrive or can be filled out over the phone or while waiting in line.
- Make sure to have plenty of pens or pencils available. Designate a container that customers can put used pens and pencils in so they will not be utilized again until they are properly cleaned. Or, provide customized pens and pencils and have customer keep them as a form of advertising.
- The card can also be customized by adding the logos of the games that are available for the customers to enjoy to the back of the card. You can have them circle or check the one they want on their lane. This is a great way to show customers what is available for their entertainment. Game and environment logos are available in the Marketing Kits inside Conqueror based on the system purchased. **Utilities>Marketing Kits**

STAFF BUTTONS

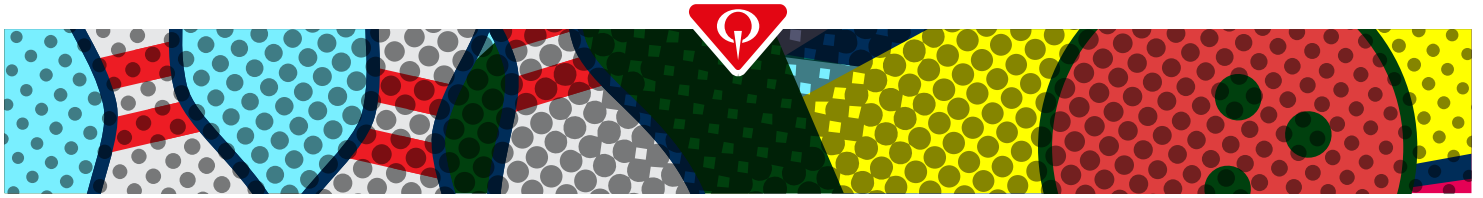


If your center has chosen to have dedicated staff who have been trained in the center guidelines for sanitization and cleaning, make it obvious by providing them a button to show the customers your dedication to their safety and health.

SHIRT LOGO

Help your dedicated and trained sanitization staff stand out by providing shirts that identify their unique role.





CHECKLISTS AND TEMPLATES

The pdf file contains four different checklists for areas that require constant cleaning, to make it easy to stay on track with the routine and show the guests your dedication.

- Templates include bathrooms, desk, settee and a blank one you can customize for other areas that require routine cleaning.
- Checklists should be visible to both guests and staff.
- Consider a clear plastic sleeve with adhesive to keep the checklist neat and clean.
- If having checklists printed at a professional printers, consider having them padded in pads of 50 – 75 each for convenience.

LETTERHEAD

To keep branding and marketing messages consistent with other communication, the Reopening Marketing Kit contains both pdf and jpeg files that can be customized with your logo, address and other information you desire.

- Reopening letterhead is great for Press Releases or Public Service Announcements that can be sent to local media informing them of the reopening and new operating procedures for their health and safety.
- A sample Press Release can be found on the [BPAA Bowling University Resource Page](#).

Now, more than ever it is important for your center to have successful communication with customers. Don't expect customers to automatically know what your center is doing to maintain a safe and healthy environment for their entertainment needs. Additional message opportunities are available within Conqueror.

If you haven't already downloaded your [REOPENING MARKETING KIT](#), do it today and start planning your strategy. Files can be printed in center or sent to printer of your choice. As an added convenience, all digital files have been uploaded to a national printer and printed material can be purchased directly from them and sent to your center. To view and order files from Thompson Print and Mailing Solutions, create an account at <https://www.gamfmarketingkits.com>, click on Reopening Kit and start shopping. For additional information, contact Sterling Thompson at (210) 734-5356 or st@thompsonprintsolutions.com.