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SINGAPORE HERMOSILLO, MEXICO KOBE, JAPAN HERMOSILLO, MEXICO
DUBLIN, IRELAND MANILA, PHILIPPINES JOHANNESBURG, SOUTH AFRICA
BANGKOK, THAILAND BOGOTA, COLOMBIA BEIJING, CHINA
JOHANNESBURG, SOUTH AFRICA NEW YORK, USA
BELFAST, NORTHERN IRELAND
LJUBLJANA, SLOVENIA **KRASNOYARSK, RUSSIA**
PATTAYA, THAILAND GUADALAJARA, MEXICO JAKARTA, INDONESIA
SINGAPORE KUALA LUMPUR, MALAYSIA
SCHEVENINGEN, HOLLAND
TOULON, FRANCE
ST PETERSBURG, RUSSIA **COPENHAGEN, DENMARK**
PATTAYA, THAILAND MELAKA, MALAYSIA LAS VEGAS, USA
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HERMOSILLO, MEXICO
ST PETERSBURG, RUSSIA **BOGOTA, COLOMBIA** SAO PAULO, BRAZIL
PATTAYA, THAILAND

QubicaAMF Bowling World Cup



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An Invitation to Host the QubicaAMF Bowling World Cup

This is your opportunity to become part of the greatest bowling tournament in the world and see what it can do for you and your business.

When it comes to sheer dramatic impact, nothing matches the QubicaAMF Bowling World Cup which is now in its 51st year. Supported by Heads of State, Royalty, Government Ministers and Celebrities from not only the entertainment world but also the sporting world, it has become the **most prestigious amateur singles event within the sport of bowling.**

The Bowling World Cup is held in a different country around the world each year and has visited **more than 40 nations** establishing itself as the world's largest annual sporting event in terms of participating nations!

In the months leading up to the Bowling World Cup **more than half a million bowlers** will enter into local and national qualifiers hoping for the chance to be their country's representative at the annual Grand Final. And, even though there is only one man and one woman as the World Champions each year, just the chance to take part in this event is for most, a once in a lifetime opportunity.

Internationally, bowling is a young, vibrant leisure and sporting activity. It is the Number 1 chosen recreational pastime of middle income youth. Today's bowling centres are modern, well-designed and with only small operating costs are extremely profitable and high cash generators attracting investment from many large corporations and today most large chains are owned by breweries and leisure companies.

The QubicaAMF Bowling World Cup is unequalled in competition bowling, in pure commercial terms it has proven itself a brilliant marketing tool - nationally and internationally. It encourages market expansion, improved facilities, increased lineage and a tremendous amount of publicity not only for bowling but also for the host country.



History

The QubicaAMF Bowling World Cup began its colourful life in Dublin, Ireland in 1965, when just 20 countries competed in the men only tournament and a young dental technician from Finland, Lauri Ajanto, became the first person ever to hold the trophy. Next stop was 1966 where London was still bathing in the glory of winning the soccer World Cup. Fittingly the event was held in the Wembley Stadium Bowl and such was the importance of bowling that Bobby Moore, captain of the winning football team, presented the trophy to the winner, John Wilcox of the USA. On to the elegant Bowling de Paris set in the wonderful Bois de Boulogne. 29 nations competed and again the trophy went again to an American, Jack Connaughton. Fears that the USA might go on to dominate were dissipated when the event crossed the Atlantic for the first time to Guadalajara, Mexico. From a field of 35, Fritz Blum of West Germany came through to win.

And so the tournament grew and in 1972, in Hamburg, West Germany, women competed for the first time. Irma Urrea of Mexico was the first female winner and still holds the record for being the oldest champion – 45 at the time. Our male winner in 1987 in Kuala Lumpur, Malaysia, was Remo Fornesari of Italy, at 51 our oldest male winner ever and still the only Italian to carry off the title.



It was in Tehran in 1976 that the bowling world saw the first victory by a young Paeng Nepomoceno of the Philippines. Just 19 at the time, Paeng was to go on to win again in 1980 in Jakarta, Indonesia, in 1992 in Le Mans, France and in 1996 in Belfast, Northern Ireland and his World Cup feat became immortalised in the Guinness Book of Records.

In 1994, when the event was staged in Hermosillo, Mexico the milestone record of 50 participating nations was broken and the World Cup saw its first 300 game bowled by Canadian Jack Guay.





Bowling history was created when the 33rd Bowling World Cup stepladder finals were staged in an open, outdoor arena in the desert, lying in the shadow of the Great Pyramid and Sphinx on the edge of Cairo. Egyptian President Mubarak opened the games and Omar Sharif was the Master of Ceremonies!

For the millennium year, the World Cup travelled to Lisbon, Portugal, where Bowling Internacional de Lisboa hosted the event in their state-of-the-art 30 lane bowling centre – the largest in Portugal.

2002 saw the World Cup visit Eastern Europe for the first time, in Riga, Latvia. A first for many World Cup bowlers and guests came when snow turned the beautiful Old City of Riga into a picture postcard.

It had been more than 30 years since the World Cup was held in Singapore and the return in 2004 for the 30th edition saw a record number of 95 nations participate.



The 2011 Bowling World Cup went back to the Rainbow Nation of South Africa, where Aumi Guerra of the Dominican Republic successfully defended her title and the men's title going to Jason Belmonte of Australia. Jason is the first Australian man to take the trophy, although their women have won five times. Jason went on to become a professional bowler and is now ranked as No. 1 in the world.

2012 and again in 2014 for the 50th edition saw the tournament being staged in Poland. Special guest, Lech Walesa, presented the winners with their trophies.





The Impact of Social Media & Web



QubicaAMF Official Facebook Account

The most popular Facebook account in the world of Bowling Competition

- QubicaAMF Bowling World Cup **7145** fans
- World Bowling **5344** fans
- Bowl Expo **1711** fans
- Asian Bowling Federation **603** fans

QubicaAMF Bowling World Cup Facebook Account

- **291** Posts including **695** Photos leading up to and during the tournament
- Reached over **392000** during the tournament
- Increased Fans by over **3.600** (over 200%) in two years, 2014 & 2015



50th QubicaAMF Bowling World Cup Playlist

- Live streaming links
- Bowling Digital Highlights
- QubicaAMF Videos
- Highlights of BWC

46,404 Views for the total of **62** Videos! **2,000** Minutes of Video's Watched



QubicaAMF Online Scoring

Increased interest areas in 2015 vs 2014

1-nov-2015 - 30-nov-2015



31-ott-2014 - 30-nov-2014



QubicaAMF Official Twitter account

28,800 impressions
during November 2015
(334% increase from 2014) .



QubicaAMF Official Bowling World Cup account 663 Tweets

340 followers and growing

- Since 2014





The Impact of Social Media & Web



Live Streaming - www.youtube.com/user/BowlTV

USBC covers the event with Live streaming reaching **237,288 views** for the total of **4,314,664 Minutes Watched**. The Men's Semifinal and final has been viewed almost **50,000 times** and women's semifinal and final almost **25,000 times**.



Bowling Digital Online - www.bowlingdigital.com

Visitors on the website during the event **26,797**

Videos they post on the youtube channel:

Various styles from male bowlers during the BWC **20,973 views**

Various styles from female bowlers during the BWC **6,564 views**

Video featuring Champion Chris Barnes **4,042 views**

300 Game by Artur Colomer, Catalonia **2,809 views**

Video of the roll of for 8th place in women's Round of **243,314 views**

Opening Ceremonies **1,981 views**

Has registered:

- **282,197 overall users**
- from **195 countries**
- who made **1,006,486 page views**
- during **501,570 sessions**
- with an average **visiting time of 00:01:45**.

In each year since Bowlingdigital.com was launched on Jan. 21, 2000, the highest figures (users, countries, page views, sessions and visiting time) the maximum values were reached during on-site coverage with or without videos or live streaming.

Other Online Promoters

www.bowl.com - the USBC official Website

www.bowling.fr - 1430 average monthly visits

www.cd22-bowling.com

www.abf-online.org

Asian Bowling Federation has member federations located in 28 countries throughout Western Asia, Asia, and Pacific-Rim.

www.LVBT.at - Bowling Tirol

www.ebpabowl.com

European Bowling Proprietors association

www.democratandchronicle.com - in USA

www.thebowlingmag.com



Advertising & PR Exposure

Traditional Media

Bowlers Journal – 17,000 copies monthly sent to professional and high-average bowlers, bowling centers and pro shop operators, distributors and manufacturers WORLDWIDE. Fully covering the event.



International Bowling Industry

Exclusive total Market Coverage

- Every Bowling Center in the U.S.
- Every military center worldwide
- Every major bowling supplier/distributor worldwide
- **3,000+** centers outside of the U.S.
- **750** family entertainment centers
- **3,000+** magazine downloads each month.



Bowling Center Management

- Every Domestic Bowling Center
- Nearly **700** international centers
- Every Member of the European Bowling Center Proprietors
- 200 BPAA overseas Members
- **6,800** distribution





Benefits of Hosting

- Involvement in the world's largest annual sporting event in terms of participating countries: 100 million bowlers from more than 150 countries and more than 20,000 bowling centres.
- Association with QubicaAMF, the world's largest, most innovative and respected manufacturer and supplier of bowling equipment.
- Worldwide recognition as the sponsor of the sport's most prestigious and well established annual international singles event for men and women.
- Financial benefits for host centre including increased lineage, profile of business and local awareness.
- Use of bowling centre during off peak time
- Local media coverage
- Financial benefits for the host city and local economy include:
 - Hotel revenue: 400 visitors staying a minimum of 10 nights using 200 rooms with an average hotel rate of \$150 = \$300,000
 - An average spend on food and beverage of \$100 per day = \$400,000
 - Sightseeing, local attractions, local transportation companies and shopping an average of \$75 per day = \$300,000.
- National and International media exposure.
- Huge exposure through social media with QubicaAMF website, on-line live scoring, Facebook, YouTube, Live Streaming and Twitter.
- Advertising in the major international bowling publications: Bowlers Journal International, Bowling Center Management and International Bowling Industry.







Main Host Requirements

- A bowling centre that has the latest QubicaAMF equipment and a minimum of 24 lanes which has been sanctioned by the World Bowling Organisation
- Free use of the bowling centre to include lineage of approximately 6,500 games
- Approximately 200 hotel rooms during the tournament week
- Opening and Closing Ceremonies
- Local transportation
- Victory Banquet - big enough not only to accommodate the many international attendees but also all your local guests

Sponsorship Opportunities

Many of these costs can be recovered by local sponsors:

- **Gold and Title Sponsors** to cover cost of bowling centre lineage
- **Silver Sponsors** to cover bowlers' accommodation, transportation, ceremonies and banquets
- **Bronze Sponsors** to cover minor costs such as press room set-up, spectator seating, signage, barriers, information kits



Income Opportunities

Prospective hosts should involve their national and local tourist boards and sports councils to assist in generating sponsorship and promotion of the tournament.

- Advertising in local tournament programme to include advertising from local shops, bars, restaurants, nightclubs, attractions, etc. Average rate per full page is \$500.
- Advertising in the bowling centre with huge reach through Live Streaming, YouTube, Facebook, on various locations, for example: masking units, pin sweep, ball returns and overhead monitors. These can be sold as an entire package, individually or in pairs. Average income for duration of the tournament \$500 per placement. Extra revenue could be generated by allowing these adverts to be in place before and after the tournament for a set period of time.
- Guest package to include accommodation and local transportation as well as tickets for ceremonies, banquets and entry to the bowling centre
- Food and Beverage sales
- Proshop sales
- Merchandising sales
- Souvenir sales

Major blue-chip companies that have sponsored the Bowling World Cup include: Coca-Cola, Corona, 7-Up, Tuborg Beer, Heineken Beer, Pepsi-Cola, Schweppes, Singha Beer, Avis, Peter Stuyvesant cigarettes, Madison Square Garden and national airlines: SAS, Lufthansa, British Airways, Singapore Airlines, Viasa, Philippine Airlines, Iran Air, Avianca, Thai International, Pan Am, KLM, Korean Airlines, Malaysia Airlines, Air China, Aer Lingus, JAL and Egyptair.

Sponsorship has also been received from host cities, national sport, education and tourist boards, local hotels, telephone and IT companies.



Testimonials



In 2001, bowling in Latvia was very popular and the opening of our bowling centre was a huge success. Many new centres opened around that time and although competition was tough, hosting the Bowling World Cup in 2002, helped to position our bowling centre as not only the best in Riga but also in the Baltic States. Unfortunately Latvia has suffered very badly in the global economic crisis and sadly many of the bowling centres have either closed or are in the process of insolvency. Fortunately, Bowling Toss has survived this period and for us, we would welcome the chance to host the Bowling World Cup again to re-establish bowling in Latvia and to re-launch our business in Riga.

**Alberts Zuks - Proprietor
Toss Bowling Centre**



We have been in the bowling business for over 22 years and have hosted two QubicaAMF Bowling World Cups (1994 & 2008). In all these years we have not had any event that has created such enthusiasm with our customers and friends, who readily volunteered to help with the organization and logistics to provide a warm welcome to the very best bowlers from all over the world. Both these events were world -class and the memories still live on in the minds of the Authorities and employees of both Bol Satellite and Bol 300 bowling centers, as well as in the memories of the people of Hermosillo, and, especially in the minds of our own family.

Being the host and promoters of such a magnificent event makes us proud and full of satisfaction. We have unforgettable memories of this great tournament, and apart from the economical and promotional success for the business in our city, we wish that we could again be considered to host another QubicaAMF Bowling World Cup in the future.



**Daniel Ivan & Fernando Gutierrez - Proprietors
Bol Satellite and Bol 300
Hermosillo, Mexico**



It was a great privilege for Stillorgan Bowl to host the first and then the 25th anniversary of the Bowling World Cup. For me personally, I had enjoyed many world cups and was greatly honoured when asked to become the Tournament Director in 1989 and still hold this position today. The World Cup was the best marketing event we had ever held and as a result our business increased by 30% and tenpin bowling became a major sport and leisure industry in Ireland.

**Bernard Gibbons - Manager and Director
Stillorgan Bowl 1978 - 1996**



Sky Bowling first hosted the QubicaAMF Bowling World Cup in 2012 and after a hugely successful event, had the honour in 2014 to again host the very special 50th anniversary of the tournament. Although we have several other businesses, we have found bowling an excellent investment and plan to open 3 more centres, which will make us the largest bowling centre operator in Poland. The Bowling World Cup was a terrific promotion for our first centre and helped to create bowling awareness and improve not only our business but also our status within our home city of Wroclaw. Our sponsors and support from the City enabled us to create a memorable tournament and also gain much respect for our business within our community. We have a great fondness for this tournament and the many bowlers and visitors that came to our centre and hope that we will have the privilege of once again being able to host this very special event in the future.

**Marek Maciejewski - Proprietor
Sky Bowling
Wroclaw, Poland**



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