|  |  |
| --- | --- |
| **<Your Logo Here>** | **In-Store Event Recipe:****Wii Bowling League** |

Create a weekly in-store Wii Bowling League for customers at your location.

**What Priorities Does This Promotion Support?**

Building Awareness  Drive Traffic  Drive Trial  Connect with Community

**Objective:**

Connect with your customers in a different and fun way. Drive new and existing customers into your store outside of your busiest dayparts.

**Success Measures:**

* Increased sales on night of Bowling League
* Excitement by players and customers
* Follow-up from customers asking how they can join
* Use of gift cards distributed as prizes

**Logistics:**

* Teams have 4 bowlers in play (you may have up to 8 bowlers on your team)
* Teams bowl 1 match a week (a match is 2 games) in a playoff format
* Season is at least 8 weeks long

**Ingredients:**

* [Wii](http://www.amazon.com/Wii-Nintendo/dp/B0009VXBAQ/ref%3Dsr_1_2?s=videogames&ie=UTF8&qid=1357593719&sr=1-2&keywords=wii) gaming console
* Multiple [Wii controllers](http://www.amazon.com/Wii-Remote-Controller-Nintendo/dp/B000IMWK2G/ref%3Dsr_1_3?s=videogames&ie=UTF8&qid=1357593805&sr=1-3&keywords=wii+controllers)
* Wii Sports video game (bowling is part of the [Wii Sports](http://www.amazon.com/Wii-Sports-Nintendo-Selects/dp/B004WLRR4K/ref%3Dsr_1_cc_1?s=aps&ie=UTF8&qid=1357593547&sr=1-1-catcorr&keywords=wii+bowling) game)
* Display signage to advertise your Bowling League and Food / Drink Specials
* Dry erase board (for score-keeping)
* Easel for dry erase board
* Dry erase markers
* Weekly prizes for the winners
* Grand Prize for end of “season”
* “Reserved” Signs for team tables
* Additional staff to accommodate service for various teams.
* Food specials to offer during the event (finger foods, bar snacks, etc.)

**To Consider This Idea:**

* Look at your sales history. Is there a certain night of the week that is lacking in traffic or sales?
* Do you have a good base of one of the following customer types?
	+ Families
	+ Teens
	+ College students
	+ Male adults
* Do you have a big enough "open" space to set up a large projection screen and still have space for players to compete?
	+ Wii games are pretty physical and require a broad range of motion.
* If you answered “yes” to the above questions, consider starting a Bowling League on your slowest night to bring in new and existing customers!

**Key Steps:**

Follow the steps below to ensure that you and your team are ready to entertain and cater to your Bowling League customers!

**3 Weeks Out**

* Order Wii gaming console, Wii controllers (minimum of 4), and Wii Sports.
* Manager and chosen MC / host become familiar with the game, rules, and operation.
* Determine the rules of play
	+ Examples: No interfering while others play, no use of cheat codes, tie-breaker rules, etc.
* Determine the prizes that will be offered (Examples / Suggestions below):
	+ Weekly winner ideas: $25 Gift Card
	+ Grand Prize Winner (ex: after 8 weeks of play): Wii games or a catered party for your entire team
* Determine food / beverage specials.
	+ If you are a more family-friendly location, consider promoting milk shake and kiddie specials for the kids.
	+ If you are a more adult-friendly location, considering promoting beer, wine and appetizer specials.
* Create an easy way for customers to sign up.
	+ Recommendation: In-Store Sign-Up Sheet posted for self-serve sign-up.
	+ Registration due 1 week before 1st night of bowling.
* PROMOTE the Bowling League on social media, in-store, and on your website.
	+ Don’t forget to advertise the prizes that will be offered!

**2 Weeks Out**

* Confirm schedule for the night of Bowling League includes:
	+ **Host / MC** – you want a lively personality that loves interacting with guests, and has a knowledge of Wii Sports and the overall Bowling League initiative.
	+ **Photographer / Social Media Expert** to post on your businesses’ behalf – you want a team member with basic knowledge of photography, and ability to upload / promote the event on social media (Facebook, Twitter, etc.)
	+ **Additional Staff Members** to accommodate regular customers that are not participating in Wii Bowling.
* PROMOTE the Bowling League on social media, in-store, and on your website.

**1 Week Out**

* Manager to organize prizes that will be distributed.
	+ Ensure that you have enough gift cards (or whatever prizes) on hand.
* PROMOTE the Bowling League on social media, in-store, and on your website.

**Day Of Bowling League**

* Set up a visible bracket featuring registered teams on dry erase board.
* Review the logistics of the event with the entire staff. Focus on:
	+ Table Service Standards
	+ Food and Drink Specials
	+ How to talk to guests about the Bowling League
	+ Host / MC’s responsibilities and expectations
		- Keep the crowd engaged and entertained
		- Trouble-shooting for Wii Bowling
		- Rules of Play for Wii Bowling

**1-Hour Out**

* Set Up Wii Bowling Area
	+ Sweep and clean floor
	+ Wipe down and set up tables and chairs for teams
	+ Place “Reserved” signs on the team tables
* Set Up Wii Console and Controllers for team play

**30-Minutes Out**

* Greet players and help them register
* Host to add team name to the dry erase score board / bracket
* Host / MC to help players to create their own avatars for play
* Have table service greet and take orders from teams

**During the Event**

* Welcome players and explain the rules / expectations for play
* Remind players about food / drink specials
* Table service to clear tables, take orders, etc.
* Host / MC to keep track of score on dry erase board
* Photographer / Social Media Expert to photograph:
	+ Food / Drink Specials
	+ Players in Action
	+ Teams enjoying table service

**After the Event**

* Host / MC to announce the winner and present prizes
* Host / MC to remind teams of the next week’s meeting / match-ups
* Manager / Host to meet and discuss what worked / what didn’t.
	+ How was table service?
	+ Did players understand the league / rules?
	+ How successful were the food / drink specials?

**Estimated Sample Budget**

|  |  |
| --- | --- |
| **Budget** | **$ Amount** |
| Wii Gaming Console (with Wii Sports included) | $179.99 |
| Wii Sports (if not included with purchase) | $37.99 |
| Additional Wii Controllers (4) | $111.96 (4 controllers @ $27.99 ea) |
| Display Signage  | Minimal (cost of printing flyers) |
| Dry Erase Board | $15.00 |
| Dry Erase Markers | $5.00 |
| Weekly Prize (ex.: $10 gift card) | $40 (4 players @ ~$10 gift card) |
| Grand Prize (ex: Wii games)  | $140 (~$35 per game x 4 players) |
| Reserved Signs for Tables | Minimal (cost of printing signs) |
| Additional Staff for Bowling Night (Host, Table Service) | Hourly Rate x Staff Members x # Hours |
| Additional Training for Staff | Hourly Rate x Staff Members x # Hours |
| Food for Event | Cost of Goods + Labor Prep |
| **Estimated Subtotal for 8 Weeks:**  | ~$770\* + food / labor costs |

\*Includes $40 worth of prizes per week + grand prize (estimated value of $140). Does not include additional labor costs or costs of food / beverage.