



WOMEN'S
CHAMPIONSHIPS

RENO • 2021

THE ROW™
EL DORADO | CIRCUS CIRCUS | SILVER LEGACY

Organizational Overview



MISSION

The United States Bowling Congress is the National Governing Body for bowling. Our mission is to provide services, resources and standards for the sport.

VISION

To be the leading authority to the sport, servicing the needs of bowling.



Bowling Facts*

There are 45,000,000+ Bowling participants in the U.S.

There are 9,000,000+ core (13+/year) Bowling participants in the U.S.

48% of all Bowling participants and 42% of core (13+/year) participants are female.

50% of all Bowling participants also walk for fitness, 32% use dumbbells/hand weights, 26% freshwater fish and 20% play basketball.

***Source: Sports & Fitness Industry Association**





International Bowling Campus





What makes the International Bowling Campus special?

It's the epicenter of the bowling industry and home to USBC, BPAA, Strike Ten Entertainment, Bowlers Journal International, IBC Youth, the International Bowling Museum & Hall of Fame and the state-of-the-art International Training and Research Center (ITRC), training home of Team USA. Located in the Arlington, Texas, entertainment district alongside AT&T Stadium (Dallas Cowboys) and Globe Life Field (Texas Rangers).



USBC Member Profile

A vast membership of **1,219,704** bowlers, representing all 50 states

\$75,000 average annual household income

Over **\$60 million** donated to charities

Membership Demographics

Male: 64.4%

Female: 35.6%

Youth (5-20): 14.67%

Adult (21-54): 55.42%

Seniors (55+): 29.91%

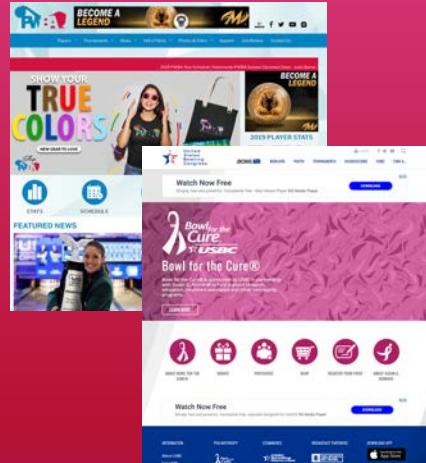


Digital Footprint



Live Event Coverage

BowlTV (official streaming platform for USBC events and the PWBA Tour)



Online

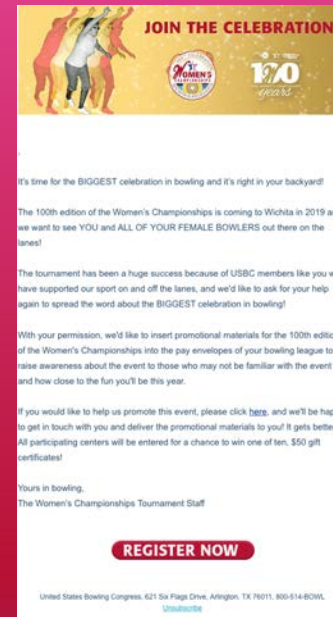
BOWL.com (official site)
400,000 unique visitors/month

USBCBowlingStore.com
(apparel and merchandise)

MyBowlingVacation.com
(event travel services)

PWBA.com (online home of the Professional Women's Bowling Association)

BowlTV.com (Streaming platform)

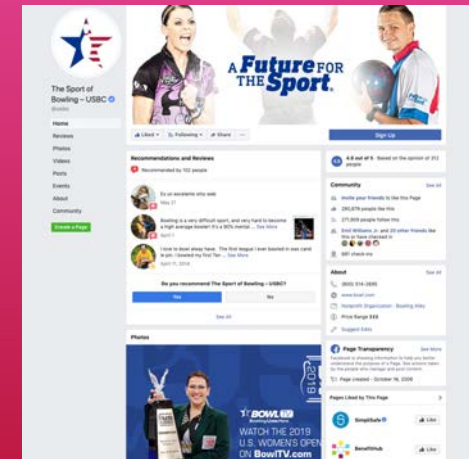


Email

Database of more than 500,000 bowling enthusiasts

Targeted newsletters based on member segments (new member, avid bowler, tournaments bowler)

Recurring departmental newsletters (Association Development, Coaching, Rules, Youth)



Social

Facebook: 274,000+ fans

Twitter: 38,000+ followers

Instagram: 34,000+ followers

More than 78,000 subscribers to BowlTV (YouTube)



ROW
ELIHOODSIO 19192011 2018 LEGACY

Brand Profile



Youth Programs

Annually generating \$8 million in scholarships

Junior Gold Championships

Youth Open Championships

Intercollegiate Championships

USA Bowling

Bowlopolis

Bowler's Ed

National Events

Open Championships

Women's Championships

USBC Masters

Senior Masters

USBC Queens

Senior Queens

U.S. Open

U.S. Women's Open

PWBA Tour

Super Senior Classic

Senior Championships

Bowlers Journal Team Series

Industry Partners

900 Global

Brunswick

Columbia 300

Dexter

DV8

Ebonite

Hammer

I Am Bowling

Kegel

Motiv

Pepsi

Radical

Roto Grip

Storm

Track

Charity and Diversity

Bowl for the Cure®
(partnership with Susan G. Komen for the Cure®)

Bowlers to
Veterans Link

TNBA- The National Bowling
Association (affinity
partnership program)

Special Olympics Unified
Bowling Tournament

AWBA – American Wheelchair
Bowlers Association

JANBA – Japanese American
National Bowling Association



2021 Overview

73-day tournament

April 23 – July 4, 2021

Projected 22,800 participants

+ guests from 50 states

- The average age of a Women's Championships participant is **54** years old.
- Approximately **28,500** people (bowlers, friends and family members) will visit Reno during the run of the event.
- **300+** new bowlers will arrive each day, bringing on average .25 guests per bowler.
- Bowlers stay an average of **3.1 days.**

*information provided by our partners at Connections Housing



Our Approach

While the tournament lasts for **73 days**, each day is opening day for the next set of bowlers who visit the host city to compete.

It's important that our tournament staff also treats each day with the same excitement, energy and top-notch service, since there's always the opportunity to make a first impression.

Our bowlers are looking to experience the city, gamble and enjoy Reno activities such as dining, shows and attractions.



The Bowling Consumer

Our bowlers love to explore and experience the tournament host city, which includes:

- Enjoying local cuisine
- Entertainment and nightlife
- Seeing all the fun things locals enjoy

Previously, our bowlers have shown a great interest in shopping, gaming, dining and live entertainment.

This event is more than just nine games of bowling competition.

Bowlers have the opportunity to participate in side events, giving players of all skill levels the chance to win additional prize money.



The Experience

Bowlers now compete for a prize fund expected to approach \$2 million.

Bowlers compete in four-player team, doubles and singles events for a total of nine games to determine their place in the standings.

There are four average-based divisions for team competition named for precious gemstones – Diamond, Ruby, Emerald and Sapphire – and six divisions for doubles, singles and all-events – Diamond, Ruby, Emerald, Sapphire, Amethyst and Topaz.

USBC hires between 50 and 75 people locally to help operate the tournament.

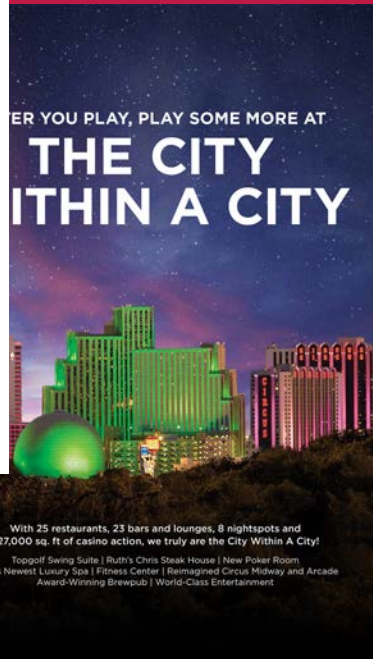
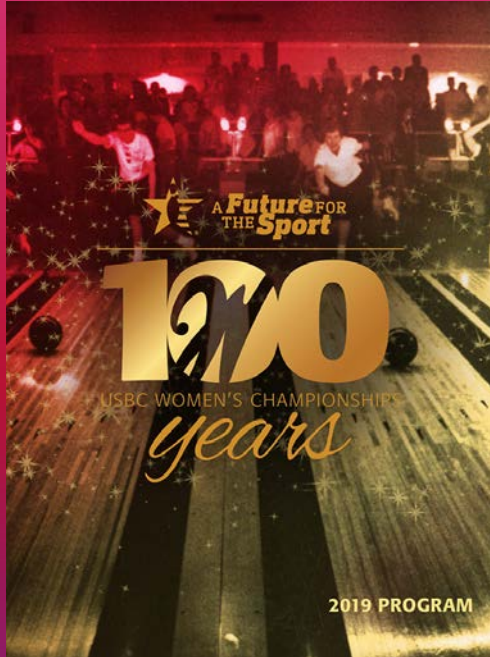


Event Facts

- Bowlers come from all 50 states. Some foreign countries that compete regularly are Bahamas, Bermuda, Canada, Japan and Mexico.
- A hosting community can expect to realize an economic boost of approximately \$40 million during the course of the tournament.
- The first Women's Championships was conducted in St. Louis in 1916. It was held in the six-lane Washington Recreation Parlor over two days. Forty bowlers on eight teams competed for a \$225 prize fund.
- The tournament was suspended from 1943-1945 because of World War II and in 2020 due to the COVID-19 pandemic.



Advertising Commemorative Program



- 1/8 page ad - \$200
- 1/4 page ad - \$250
- 1/2 page ad - \$500
- Full page ad - \$1,000
- Two-page Layout - \$2,000



Digital Advertising

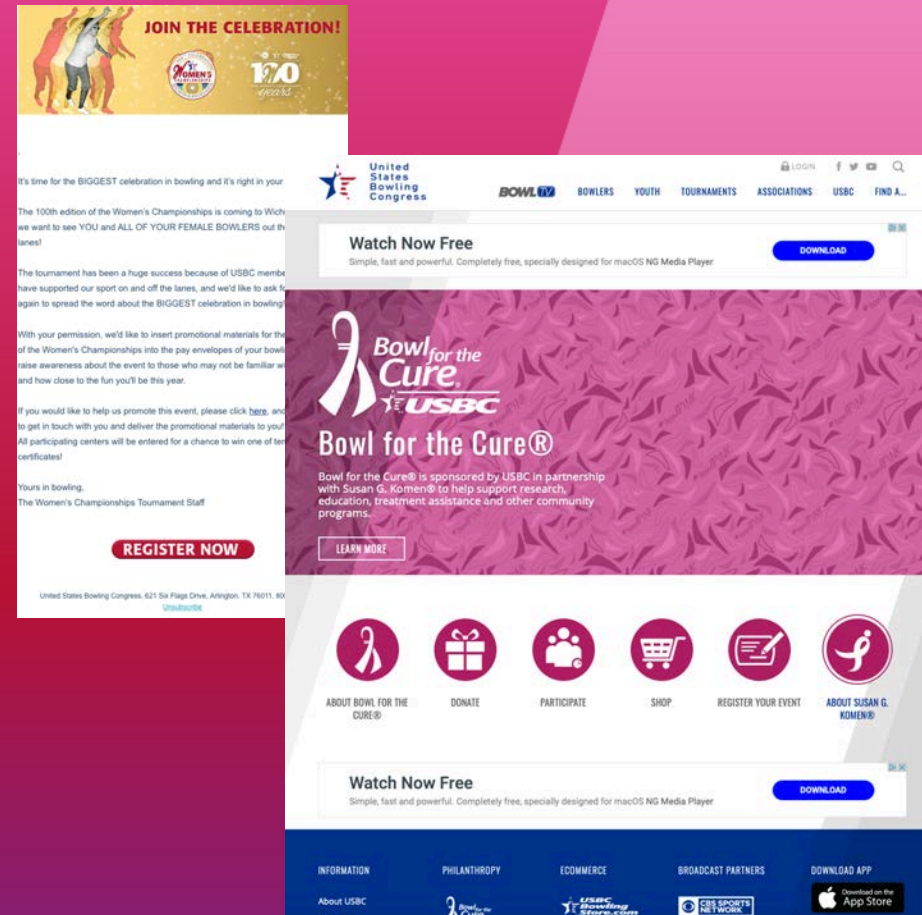
Digital Coupon Book - **\$1,000 per coupon**
Each participant receives coupons prior to arrival

Display ad campaigns on USBC-owned websites
(custom pricing per campaign)

Email blasts to participants
Dedicated - **\$1,500/message**

Newsletter Ad Inclusion- **\$500/message**
List size of 5k participants

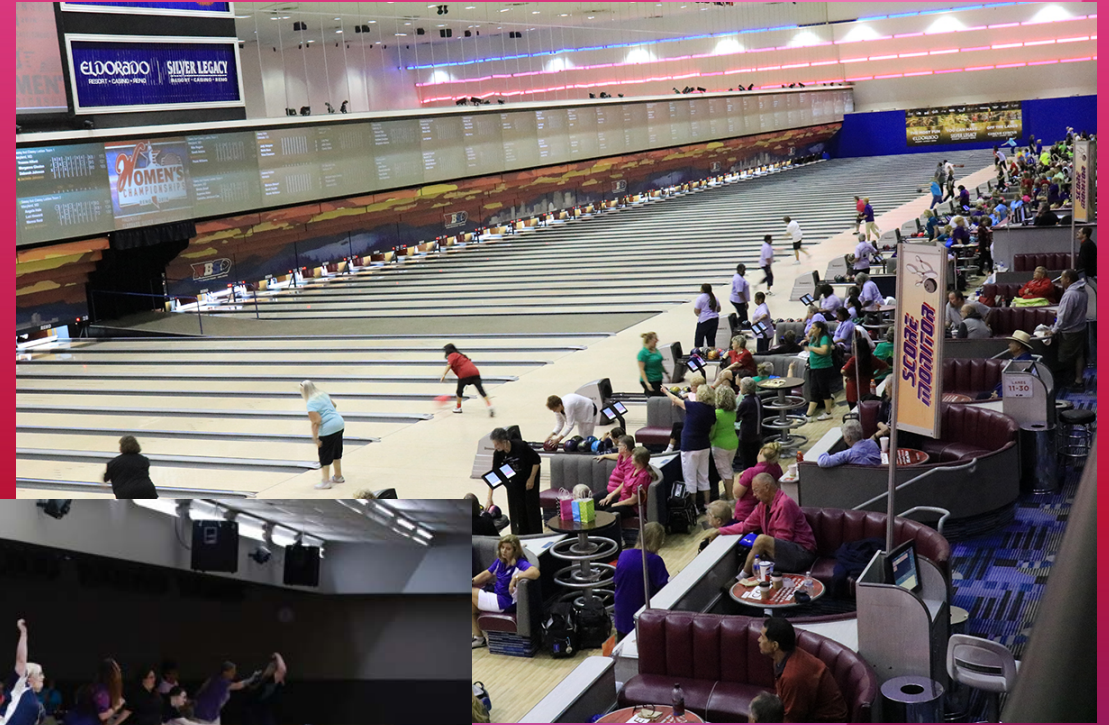
Social Media
Dedicated posts- **\$250/message**



On-site Advertising

\$1,500

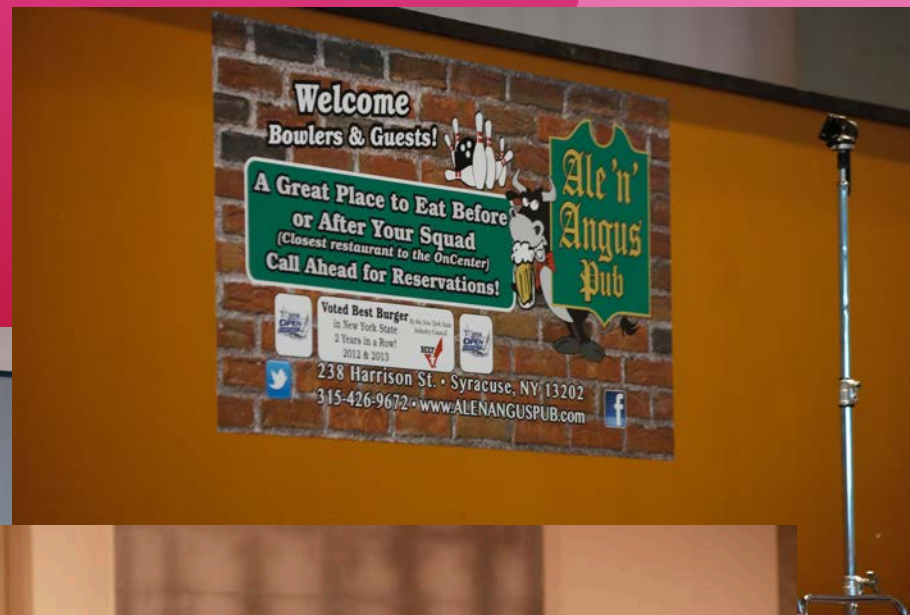
:30 Second Video Monitor Loop Plays in the event's squad room



Signage

\$2,500 for signage inside the venue
(limited space, only one per advertiser)

Approximate size of sign is 6'x3'



On-Site Activation

Digital Kiosk Display

Pricing available upon request.

Display will be stationed on the concourse and can be staffed or operated independently running promotional offerings for your business.



Contact

Client Services Representative
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817.385.8381 or 817.385.8352



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