



YOUTH DEVELOPMENT
PLAYBOOK
2022-2023

GREETINGS FROM IBC YOUTH

The IBC Youth Development team is passionate about providing bowling organizations with tools, programming, suggestions and support to foster and grow our sport and activity at the youth level.

Our vision is for all children to experience the fun of organized bowling.

We exist to service bowling with integrity in all areas through education, teamwork and collaboration with industry partners. Above all, IBC Youth will demonstrate and foster leadership within the organization at all levels.

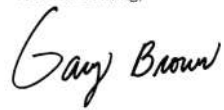
The mission of IBC Youth is to cultivate opportunities to grow youth bowling through services, developmental programs and competitions. To help make our mission a success we have provided you with this playbook, a collective assortment of our brands, programs and informational tools available to help you engage the youth in your local bowling community.

Imagine the impact you could have on your organization and your community by introducing bowling to youth in your area, through exciting and engaging programming. Whether it's delivering the Bowler's Ed curriculum and lane carpet to your local elementary school, allowing students to experience bowling for the first time, or hosting a Junior Gold qualifier and providing an opportunity to send a youth bowler to THE national bowling experience unlike any other.

Whatever the program or idea, there is something in this playbook for your organization to engage more youth in your community to give bowling a chance. We challenge you to find at least one brand, program or tool in this playbook and implement that idea in your community. One idea could be the catalyst, could make the difference, in encouraging more kids to go bowling in your community.

Our team is here to assist you. Please reach out to us and let us help you grow youth bowling in your area. Thank you for making a difference in your bowling community. And thank you for assuring "A Future for the Sport."

Yours in Bowling,



Gary Brown
And the IBC Youth Development Team

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REGISTERED VOLUNTEER PROGRAM

The United States Bowling Congress (USBC), as the National Governing Body (NGB) for the sport of bowling as recognized by the United States Olympic and Paralympic Committee (USOPC), adheres to the rules, regulations and guidelines set forth by the U.S. Center for SafeSport (USCSS). The USCSS serves athletes of all types and all competitive levels.

USBC's Athlete Safety and Registered Volunteer Program is structured to align with USCSS policy.

The program requires USBC members in designated roles to undergo a mandatory criminal background screening through the National Center for Safety Initiatives (NCSI). The NCSI background screen uses criteria recommended by USOPC.

It also includes a training component, created and administered by USCSS, for those who have regular contact with USBC Youth bowlers. The training is designed to create awareness about emotional, physical and sexual abuse.

USBC has created a handbook which includes these policies. This Athlete Safety & RVP Handbook has been developed in compliance with the U.S. Center for SafeSport Policies and Procedures and the National Council of Youth Sports recommendations.

You can find USBC's Athlete Safety & RVP Handbook on BOWL.com/RVP.

WHO MUST ENROLL TO BECOME A REGISTERED VOLUNTEER?

Anyone age 18 or older who holds a position of authority or supervision over USBC Youth programs has an opportunity to establish a position of trust and/or has an opportunity to build a one-on-one relationship through USBC Youth programs with USBC Youth bowlers must become a USBC Registered Volunteer.

Specific roles or positions within the USBC governance that require one to be a Registered Volunteer include:

- USBC headquarters employees
- USBC national board and youth committee members
- USBC Team USA and Junior Team USA members
- State and local youth committee members and directors
- State and local association board members
- State and local association managers
- USBC Youth league officers
- USBC Youth tournament managers
- USBC trained coaches

IBC Youth thanks our volunteers who not only donate time in their bowling community, but also take the time to obtain the proper training and become a Registered Volunteer.

For more information on USBC's Athlete Safety and Registered Volunteer Program, visit BOWL.com/RVP.



BACK TO BOWLING

As states continue to lift COVID-19 restrictions, the bowling industry is preparing to welcome bowlers back for the 2022-2023 bowling season. While program coordinators are accustomed to gearing up for the new season of bowling, the 2022-2023 season certainly presents a different scenario from past preparation.

In addition to marketing tactics and league operations routinely part of a "regular" bowling season, centers also are diligently working to provide a clean and safe environment for participants. Messaging and program operation has never been more important in encouraging youth participants and their parents to join a youth bowling program. While the 2022-2023 season presents new obstacles and challenges to program administrators, the circumstances surrounding the season also provide programs with unique opportunities to shine and grow.

HERE ARE A FEW QUESTIONS TO ASK YOURSELF AS YOU PREPARE FOR YOUR LEAGUE SEASON:

- Should we utilize a survey to ask past participants what they would want?
- What can we do to welcome bowlers back?
- What is our theme and motivation for the 2022-2023 season?
- How can we enhance our programming to engage more youth?
- How can we get bowling more involved in our local community?
- What is our youth marketing strategy?
- How can we celebrate our youth, parents and volunteers this season?

QUICK REFERENCE GUIDE: IDEAS TO GET YOUTH BACK TO BOWLING

- Host a welcome back "VIP" party for past league members, drive sign-ups for the new season.
- Have a Blastoff Event to invite new youth into the center, drive sign-ups. Even utilize your "VIP" youth to help your event and invite friends to join.
- Invite parents to an "open house" segment during the VIP and Blastoff events to go over the benefits of bowling.
- Organize engaged parents into committees: recruitment, scholarship, events, etc.
- How can we get bowling more involved in our local community?
- What is our marketing strategy?
- How can we celebrate our youth, parents and volunteers this season?

These are just a few examples of questions to evaluate your current and upcoming program operations. Hold a meeting with your staff. Send out a survey to participants and parents. Utilize your local bowling community to develop ideas to further engage and celebrate the youth bowlers in your center and community.

This is your opportunity to try something new. Whether it is an initiative or program found in this playbook, or an idea you develop within your bowling community, it is our job to find the best ways to get Back to Bowling!



USBC YOUTH MEMBERSHIP

USBC Youth bowling is a unique opportunity to get involved with a lifetime sport.

USBC Youth bowling has membership options designed to meet the needs of all youth bowlers. More than \$6 million in annual scholarships are awarded to youth bowlers each season based on academic, leadership and on-lane performances. USBC Youth provides opportunities for coaching and instruction, fun and friendly competition, fair play, teamwork and leadership development.



- A USBC-Certified Average
- A USBC Membership Card
- The ability to access the Find A Member feature on BOWL.com
- The ability to participate in USBC-Certified competitions
- The ability to apply for USBC scholarships
- Eligible to purchase USBC High Score Awards (11-In-A-Row, 300 Game and 800 Series)

\$4

UPGRADES



U12: 8/1/10 – Later

- Membership Card
- Opportunity to compete in Junior Gold Championships Qualifiers
- Gold Approach E-Newsletter
- Member Gift

\$10



U15: 8/1/07 – 7/31/10
U18: 8/1/04 – 7/31/07

- Membership Card
- Opportunity to compete in Junior Gold Championships Qualifiers
- Gold Approach E-Newsletter
- Member Gift

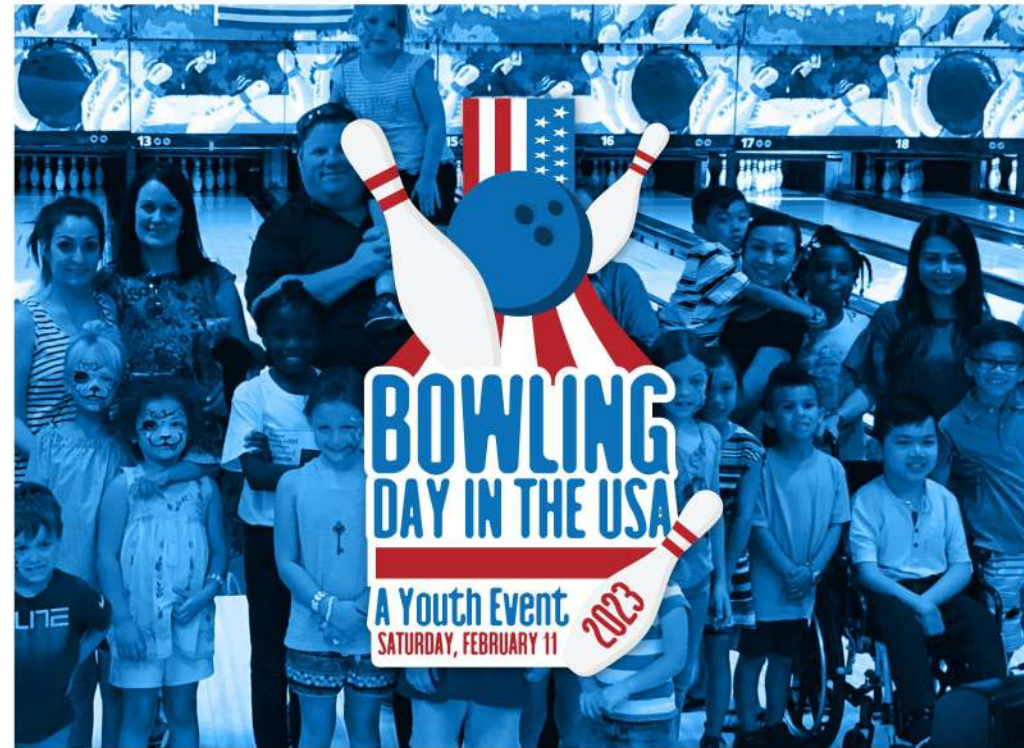
\$30



U20: 8/1/02 – 7/31/04
Must purchase a USBC Adult membership

- Membership Card
- Opportunity to compete in Junior Gold Championships Qualifiers
- Gold Approach E-Newsletter
- Member Gift

\$30



Grow Your Youth Program!

Sign up today to host an event for Bowling Day in the USA



Learn more at BOWL.com

SCAN ME

Register your Bowling Center today and receive your free kit.



BOWLER'S ED IN-SCHOOL BOWLING

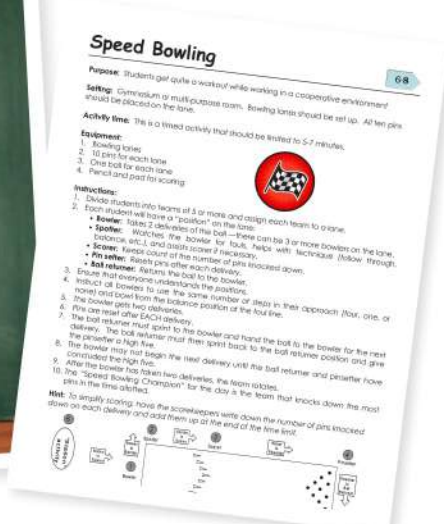
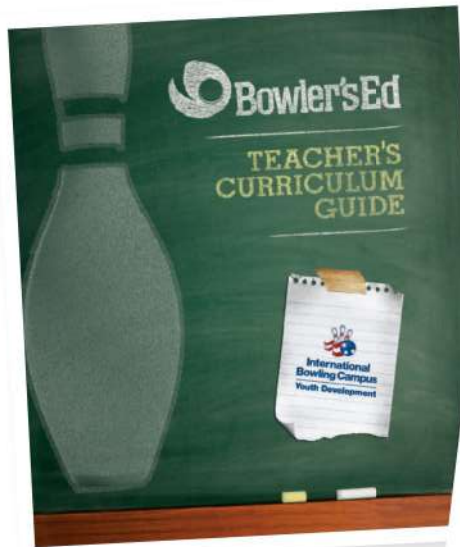
Provide a new lane of opportunities to the students in your community!

The Bowler's Ed program is a curriculum- and equipment-based physical education program designed to introduce students to the lifetime sport of bowling through an easy-to-follow, fun and fitness-oriented lesson plan. The FREE Bowler's Ed curriculum adheres to common core education standards and includes cross-curricular activities designed for grades K-8!

The nearly 150-page curriculum provides educators with a variety of activities and lessons to challenge the body and mind of each student. Activities such as "Speed Bowling" deliver quite the workout to students, while also challenging their critical thinking and math skills, in a fast-paced activity.

With engaging activities such as "Speed Bowling," the Bowler's Ed brand can assist you in developing a relationship with your local schools. Providing local educators the tools to teach our sport as part of their yearly lesson plan is a powerful way to grow the sport of bowling. Bowler's Ed brings bowling to the community by taking the lanes from the center and delivering them to the classroom.

Help us introduce the joy of bowling to the students in your area. Get involved with the Bowler's Ed program and deliver a new lane of opportunity to the students and educators in your community!



IBC Youth has invested in additional resources, including promotional materials, to assist local industry partners looking to introduce and promote the Bowler's Ed program in their community. Bowling centers and USBC associations can request marketing materials, including a backdrop, to showcase Bowler's Ed at their local event. Great for community events, teacher in-service days and trade shows, the backdrop and other promotional materials are excellent tools to introduce the sport and activity of bowling to schools in your community.

GREAT OPPORTUNITIES TO PROMOTE BOWLER'S ED

- School Functions and Fundraisers
- Teacher In-Service
- Community Festivals and Events
- Park and Recreation Events
- Bowling Open House or Blastoff

Contact IBC Youth and request Bowler's Ed promotional materials for your next event.

BowlersEd@ibcyouth.com



Apply for a Bowler's Ed Grant today!

Each kit includes a carpeted mobile bowling lane, rubber bowling ball, plastic pins, step-by-step-curriculum and an instructional video on the fundamentals of bowling etiquette, safety, scoring and fitness activities. Each recipient will receive six complete kits! Scan the code below with your smart phone to get started!





BOWLING EQUIPMENT GRANT AVAILABLE TO SCHOOLS

The purpose of this award is to support the implementation of Bowler's Ed, the In-School bowling program from the International Bowling Campus Youth Development. This program provides opportunities to teach students the sport of bowling with instructional curriculum and equipment available to use in school or other facilities.



Since 2009, 288 grants have been awarded to public/charter schools and organizations in 45 states and Canada, supporting programs as well as the local communities. These grants have helped introduce bowling to more than 700,000 elementary school-age children.



45 states
& Manitoba, Canada
received

The bowling equipment we got has been especially helpful in getting kids interested in Physical Education who normally feel left out or behind. Kids experience cross-curricular learning, while feeling like they are at a bowling party! I was always afraid of grant writing, because it can be daunting. Yours was very straight forward and we can't thank you enough.

Lauren Ard, PTO Vice President
Robison Elementary School
Tucson, AZ 85716

TEACHERS! To find out more information about Bowler's Ed, FREE Grants for your schools, and to request a FREE copy of our Bowler's Ed Curriculum for physical education teachers, please go to bowlersed.com.

GET AHEAD WITH BOWLER'S ED

Bowler's Ed • 621 Six Flags Drive, Arlington, TX 76011
800.514.2695 ext. 8426 • bowlersed@ibcyouth.com



APPROACH KIT

Just beginning the Bowler's Ed program and looking to launch the program in a school, district, parks department or other organization?

The Approach Kit includes the essential equipment to promote the program without a large financial commitment while showcasing the equipment included in the Bowler's Ed curriculum.

GREAT FOR

Showcasing and promoting the program with USBC licensed Bowler's Ed equipment.

- 1 20' Deluxe Bowling Lane
- 1 Set of Weighted Pins (Traditional White)
- 1 Rubberized Bowling Ball (4 Pound Bowling Ball)
- 1 Nylon Carrying Bag
- 1 Pin Layout And Score Sheet Booklet
- 10 Coupon Booklets
- 1 Bowling Poster
- Free Bowler's Ed Proprietor and Teachers Manual

\$226⁵⁰
PREFERRED

USBC ASSOCIATION
BPAA MEMBER
PRICING

FIRST FRAME KIT

Do you have an interested Bowler's Ed program partner?
Seeking a low financial obligation?

The First Frame Kit includes deluxe carpet pin decks that allow the instructor to utilize the gym or classroom surface as the lane involving 15-18 students and 203 schools per month. Advance your Bowler's Ed program at a low cost creating an attachment and understanding of the activity.

GREAT FOR

Smaller schools/class sizes and limited available storage.

- 3 20' Deluxe Bowling Lanes
- 3 Sets of Weighted Pins (Colored pin sets)
- 3 Rubberized Bowling Balls (4 Pound Bowling Ball)
- 3 Nylon Carrying Bags
- 1 Pin Layout And Score Sheet Booklet
- 50 Coupon Booklets
- Bowling Posters
- Free Bowler's Ed Proprietor and Teachers Manual

\$349
PREFERRED

USBC ASSOCIATION
BPAA MEMBER
PRICING

STRIKE KIT

Are you ready to fully integrate the Bowling Center atmosphere into the Bowler's Ed program?

The Strike Kit includes 6 deluxe carpet bowling lanes and everything you need to involve 30-36 students of 5-6 schools in conjunction with the Bowler's Ed Curriculum. Provide participants with the closest thing to being in an actual bowling center!

GREAT FOR

Full integration of the Bowler's Ed curriculum and multiple school participation.

- 6 20' Deluxe Bowling Lanes
- 6 Sets of Weighted Pins (Colored pin sets)
- 6 Rubberized Bowling Balls (4 Pound Bowling Ball)
- 6 Nylon Carrying Bags
- 1 Pin Layout And Score Sheet Booklet
- 200 Coupon Booklets
- 6 Bowling Posters
- Free Bowler's Ed Teachers Curriculum Guide

\$1369
PREFERRED

USBC ASSOCIATION
BPAA MEMBER
PRICING

SPARE EQUIPMENT

Looking to purchase a la carte?

The Spare and Adaptive Equipment items provide a quick way to improve and expand your current program.

Deluxe Carpet Pin Decks - \$29

Helps reduce the distance between the bowler and the pin for younger kids.

Deluxe 20' Bowling Carpet - \$129

Deluxe 30' Bowling Carpet - \$165

Features a 10' approach and a 20' lane, ideal for older kids and larger facilities.

Weighted Pin Set - \$49.50 (traditional white) / \$52 (Color)

Rubberized Bowling Ball - \$35[3 lbs - \$39[4 lbs - \$41[5 lbs

Heavy Duty Canvas Bag - \$24.95

Looking to purchase a la carte?

www.BowlersEdSupply.com

For a Complete Catalog Of Program Equipment

SPARE EQUIPMENT

Adaptive Bowling Ball - \$130 (Available in Stock Weights)

The ultimate ball for adaptive needs bowlers, featuring a spring loaded retractable handle.

Freestanding Chrome Bowling Ramp (25"W x 62"L x 25"H) - \$139

The portable ramp stands firm on no-slide rubber feet and assembles/disassembles quickly.

www.BowlersEdSupply.com

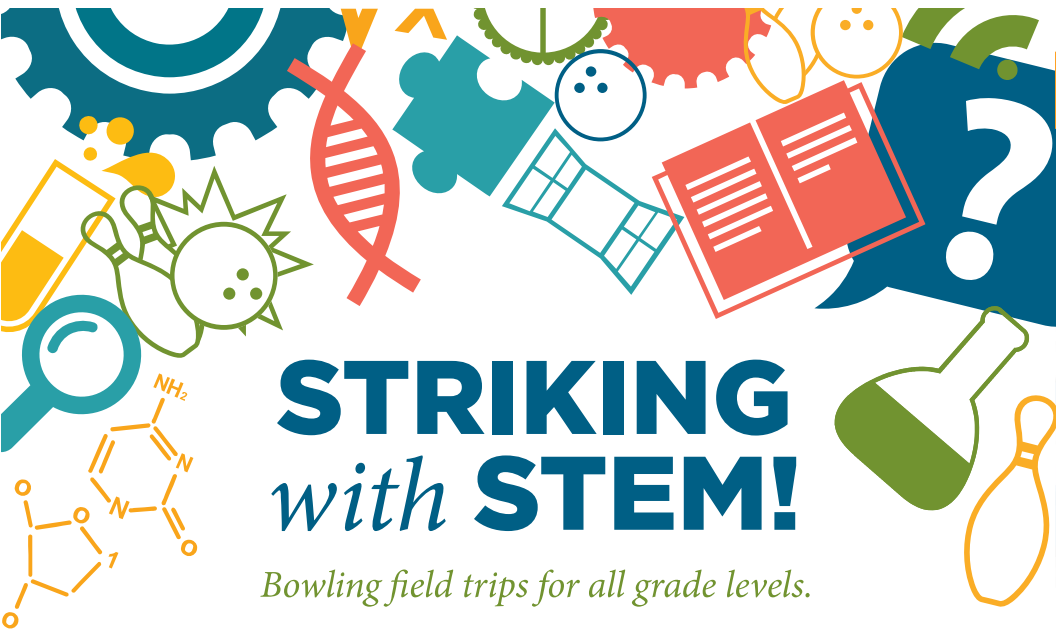
Email: METROSPORTLTD@gmail.com



Metro LTD.
4001 East State St
Rockford, IL 61108

815-399-0655

www.BowlersEd.com

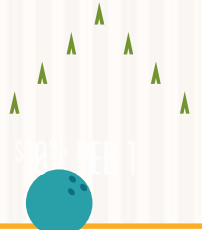


STRIKING with STEM!

Bowling field trips for all grade levels.

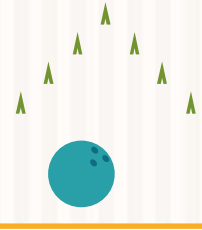
HANDS-ON LEARNING EXPERIENCE

We all know bowling is fun, but did you know bowling can be educational too? Have you ever wondered what's inside a bowling ball, or how the lane oil affects ball motion? Join us to explore Newton's Laws of Motion, the use of Force and Acceleration and more!



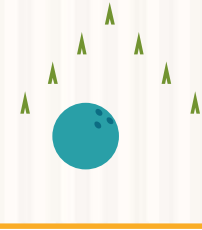
EXERCISE THE MIND AND BODY

Bowling has many health benefits. It promotes balance and coordination, sustains hand and eye coordination and builds strong bones. In just three games of bowling, you will walk the equivalent of one mile and use 134 muscles in each four-step approach to the lane! Last but not least, bowling burns up to 100 calories an hour!



TAKE THE FUN BACK TO THE CLASSROOM

Can't get enough of Striking with STEM? Take home our Bowler's Ed curriculum! This tool conforms with all NASPE standards for physical education, while providing lessons and activities to spark continued learning experiences in the classroom.



USA BOWLING

Bring bowling's mainstream sports model to your community by offering USA Bowling during the 2022-2023 season!

Fusing popular youth-sport elements with the traits that make bowling unique, USA Bowling delivers a different program option for center administrators. Fun for current youth bowlers, or to attract new youth to your center, USA Bowling focuses heavily on a team-oriented structure. With one coach per team, a dedicated practice schedule, short-season format and exciting Baker competition, USA Bowling adds another level of excitement to the youth bowling programs your center can offer in 2022-2023!

What is the next step in bringing the development and fun of USA Bowling to the youth in your bowling community? Download the NEW USA Bowling Playbook! Designed as a step-by-step guide to assist program administrators in the planning, promotion, preparation and execution of the program, the USAB Playbook is your complete resource to make USA Bowling a successful program in your community.



1 COACH PER TEAM

DEDICATED PRACTICE

BAKER FORMAT

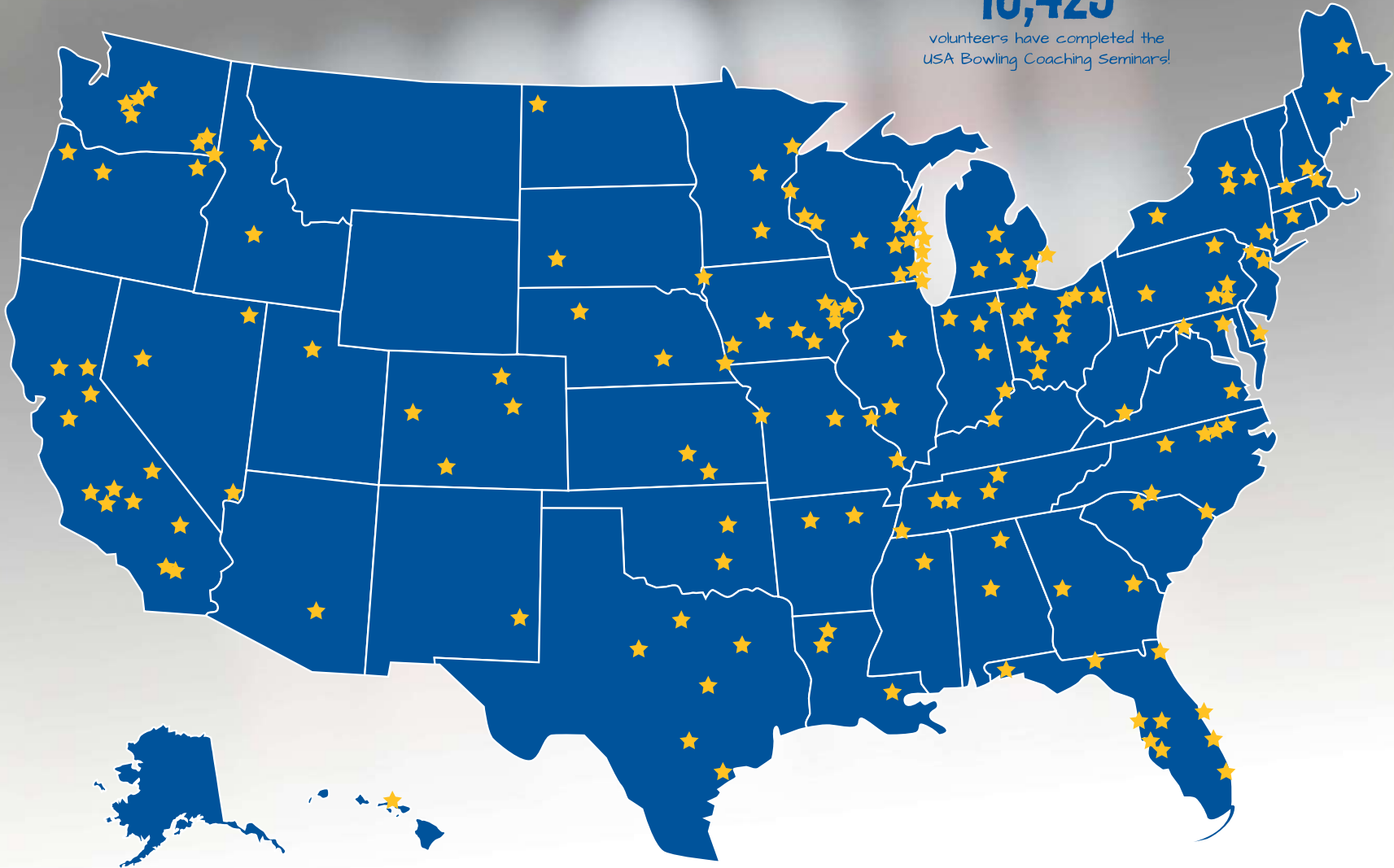
12-WEEK SCHEDULE



USA BOWLING COACHING

10,425

volunteers have completed the
USA Bowling Coaching Seminars!



Each star on this map represents a location that has hosted a USA Bowling Coaching seminar! For more information about the seminar packages, or to find a seminar near you, visit Bowl.com/USABowling. Invest in the youth in your program and community. Host a USA Bowling Coaching Seminar today!



HOST A USA BOWLING COACHING SEMINAR!

If your center or association is looking to activate more volunteer coaches for your youth program, you've come to the right place. USA Bowling Coaching is one of the most affordable training programs for youth coaches. Each seminar is approximately three hours in length and centered around a newly developed fundamentals-based system.

Bowling is no stranger to coaching, however, youth leagues have continued to report a decrease in coach availability year after year. Understanding that the success of USA Bowling relies on coaching, IBC Youth and USBC developed a solution to get more coaches in your community.

The USA Bowling Coaching program provides seminar instruction and materials to train anyone looking to become a coach. Geared toward parents, center employees and other volunteers, the seminar will educate attendees through a grassroots instruction plan to provide your center and community with more volunteer coaches. Taught by a USBC-trained coach, attendees will learn how to instruct the fundamentals of bowling to youth. After successfully completing the seminar, attendees will have the opportunity to complete their USBC Level 1 coaching certification, if they choose.

Each year, 50 FREE Level 1 coaching seminars are awarded to bowling centers and associations across the country. If you are not selected to host a free seminar, they are available for purchase.

PACKAGE A: FREE

Apply for a FREE Coaching Seminar! Application must be submitted prior to December 31, 2022. Apply at: BOWL.com/usabowling

PACKAGE B: \$199.99

- 25 Coaching Manuals
- 25 Eight-Week Lesson Plan Guide
- 25 USA Bowling Quick Reference Guides 1 and 2
- 25 USA Bowling Promotional Flyers
- 25 RVP Brochures
- You provide the instructor

PACKAGE C: \$499.99

- 25 Coaching Manuals
- 25 Eight-Week Lesson Plan Guide
- 25 USA Bowling Quick Reference Guides 1 and 2
- 25 USA Bowling Promotional Flyers
- 25 RVP Brochures
- Assigned Certified Instructor



To book your seminar, contact USA Bowling Coaching at (800) 514-2695 ext. 8340 or usabowling@bcyouth.com

THE TRUE VALUE OF A YOUTH LEAGUE BOWLER

INCREASED REVENUES



EVERY NEW YOUTH BOWLER THAT ENROLLS AT YOUR CENTER CAN HAVE A POSITIVE FINANCIAL IMPACT, and it's much greater than just league linage alone. Youth bowlers and their families typically spend additional money inside your bowling center for food and beverage, practice and open play, parties, pro shop purchases and more.

LONG-TERM SUSTAINABILITY

TODAY'S YOUTH BOWLER IS TOMORROW'S ADULT LEAGUE BOWLER. A solid youth program is the best insurance policy for a strong, sustainable adult league base. The best time to build your youth program was 20 years ago... the second best time is NOW.



COMMUNITY ENGAGEMENT



A SOLID YOUTH PROGRAM INVIGORATES THE LOCAL COMMUNITY and gives them something to be proud of. This is especially true if your center also offers the Bowler's Ed program and High School Bowling.

INDIRECT REVENUE INCREASES

BIRTHDAY PARTIES, FAMILY OUTINGS and the recruitment of friends and classmates into your youth program are among the opportunities your center will be able to explore.



INTANGIBLE BENEFITS



IT'S A PROVEN FACT that today's youth bowlers grow up to become tomorrow's adult league bowlers. Plus, they pass the love for the game down to the next generation.

EACH CHILD COUNTS

EVERY CHILD that you can enroll by the age of 8 and retain through the age of 18 could have a lifetime value of **\$7,370-\$12,100**.



THE BEST TIME TO BUILD YOUR YOUTH PROGRAM WAS 20 YEARS AGO...

THE SECOND BEST TIME IS NOW

A SINGLE YOUTH LEAGUE BOWLER CAN BE WORTH MORE THAN

\$10,000

TO YOUR BOWLING CENTER

ANNUAL LEAGUE LINAGE



\$200-\$350

ANNUAL FOOD & BEVERAGE



\$160-\$250

ANNUAL PRACTICE LINAGE



\$160-\$200

ANCILLARY ANNUAL PURCHASES



\$150-\$300



DIRECT ANNUAL VALUE

\$670-\$1,100

USA BOWLING LEAGUES

Development. Opportunity. Fun.

Most bowling centers would agree that leagues are an important part of their business ecosystem. Committed participation and consistent revenue over an established time period helps to provide a stable foundation for center financials and operations. But can a league program go beyond foundational stability and provide increased participation opportunities for centers? Absolutely!

USA Bowling is a versatile program, designed for a short-season format that focuses heavily on development, practicing, coaching, competition and most importantly, FUN. Unlike traditional youth leagues, the emphasis on teamwork through the Baker system and skill development instruction provided by a coach and designated practice time provides a more familiar format to participants accustomed to playing other youth sports.

But what makes USA Bowling different from other leagues? How can it provide additional opportunities for youth participation in my center? Because of the program-specific attributes, centers can offer a different bowling program that delivers a recognizable experience to attract youth participants that compete in other sports but may not have been interested in trying bowling.

1. Short-Season Format
2. Coaching and Development
3. Baker Format and Excitement
4. Opportunity Generator

Short-season formatting lets centers target segments of a participant's calendar, offering flexibility to youth participating in other sports, rather than forcing a youth athlete to decide between other sports and a longer, more traditional youth bowling experience. This allows centers to maximize opportunities for participation. Perhaps a youth can only bowl "Session A" and "Session C," due to an eight-week basketball program that takes place during "Session B" of your USA Bowling schedule. Rather than force a decision, USA Bowling allows centers the opportunity to retain those youth through additional session offerings, which are ready for them once their other sports or activities end.

One of the top reasons youth participants quit a sport is lack of skill development. While bowling historically has had a coaching element involved during youth leagues, the coach-to-bowler ratio never provided a model to deliver adequate skill development, creating many challenges for league administrators to deliver this important attribute to participants. This used to be less of an issue with parents, generally bowlers, who could assist their child. But now, "bowling parents" have transitioned to "parents of bowlers." Leagues should no longer rely on the fact that participants will obtain skill development from parents who bowl.

USA Bowling heavily emphasizes coaching and skill development. Unlike a traditional youth league, USA Bowling encourages at least one coach per team. Having a dedicated coach per team allows for more skill development and engagement opportunities, helping to retain participants involved in the program. When participants feel part of a social group (team), are learning how to get better, receive instruction from a role model and are given opportunities to test skill development through competition, participants are more likely to remain with the program.

While skill development is an important element to youth sports, if participants are not having fun doing it, they will lose interest fast. Program coordinators should always review ways to make their program engaging and exciting for all participants involved. Luckily for coordinators, the USA Bowling format was designed for excitement, incorporating the team Baker format into competitions.



The Baker format consists of a team bowling one game, alternating frames between team members in a predetermined lineup. This format is primarily used with high school and collegiate bowling. Each strike more thrilling. Spare conversions more significant. Every shot matters. Not only does the Baker format increase the excitement for the players, but spectators cannot help but get caught up in the excitement.

There is a reason that high school and collegiate bowling focus heavily on the Baker format. Not only does it produce a quality team experience, but it delivers an exciting environment in which to crown champions. And it's not just the athletes that get caught up in the excitement. Parents and spectators alike enjoy the presentation that the Baker format provides. If you are looking for a way to get more parents involved as either coaches, support volunteers or just as cheerleaders for the players, the Baker format is a natural catalyst to infuse energy, competition, teamwork and excitement into your league programming.

And lastly, USA Bowling is an Opportunity Generator. The attributes that make USA Bowling inherently unique also make it marketable for additional programming in your center.

Having trouble getting high school bowling started in your area? Better yet, maybe you want to raise the competitive level of high school bowling in your area. What better way to do that than introducing a similar format to high school bowling, but at a younger age.

In fact, utilizing a USA Bowling league to develop a "feeder program" for high school bowling could even encourage high school players and coaches to serve as volunteers for your program. It is plausible they would have an interest in seeing the program succeed, knowing their future players may come from your program. Beyond high school, imagine the success your players may have at the collegiate level after having years to develop their skills through USA Bowling and high school bowling.

With a heavy emphasis on coaching and skill development, USA Bowling can lead to further opportunities for the center to offer to youth bowlers. Development clinics, summer camps, private coaching lessons, tier-level programming and more facilitate an environment that encourages skill development and growth for bowlers. When youth athletes get better, they get invested. When they get invested, they stick around. Capitalizing on the skill development attributes from USA Bowling can help a center to implement additional programming that keeps kids invested in the sport.

Short-season format. Coaching and development. Baker format and excitement. Opportunity generator. These attributes allow USA Bowling to be a versatile program for bowling centers. Not only does it provide youth in your community with an exciting league format, but USA Bowling provides your center more opportunities to engage the youth in your community, beyond the league itself.

USA BOWLING REGIONALS



Tournaments are a mainstream staple in youth sports. For baseball, basketball, volleyball, soccer and more, tournaments are a big component to further engage youth athletes. Tournaments develop commitment in athletes to the sport, while reinforcing development and skills learned at the league or local play.

Building off the mainstream model, USA Bowling has developed their own regional tournament structure, that culminates in a national championship. Sixteen regional tournaments are held across the country, with two age divisions per tournament (U12 and U15).

Teams are composed of four to six bowlers, with one coach per team. The competition is in Baker format, with eight games of qualifying for bracket seeding. Following the bracket placement, double elimination begins, with the winner in each bracket round winning two out of three matches. The regional champions in each division advance to the USA Bowling National Championship in July.

Do you think your team has what it takes to win the National Championship? Then sign up for a USA Bowling Regional Tournament near you!

For more information about Regional Tournaments, visit BOWL.com/USABowling.

SOUTHEAST	UPPER MIDWEST	NEW ENGLAND	SOUTHWEST
OHIO VALLEY	NORTHEAST	ATLANTIC EAST	UPPER GREAT LAKES
LOWER GREAT LAKES	COASTAL SOUTH	SOUTH	MOUNTAIN
MIDWEST	HEARTLAND	PACIFIC	SOUTH CENTRAL



USA BOWLING NATIONALS

You've done it. Your team has won a USA Bowling Regional Tournament and they are on their way to the USA Bowling National Championship!

Held during the Junior Gold Championships, the USA Bowling National Championship includes all U15 and U12 Regional Champions, as they bowl in an all-Baker competition to see who will compete for the National Championship. The finals for both the U15 and U12 divisions will be televised.



USA BOWLING NATIONALS U15 CHAMPIONS



USA BOWLING NATIONALS COMPETITION



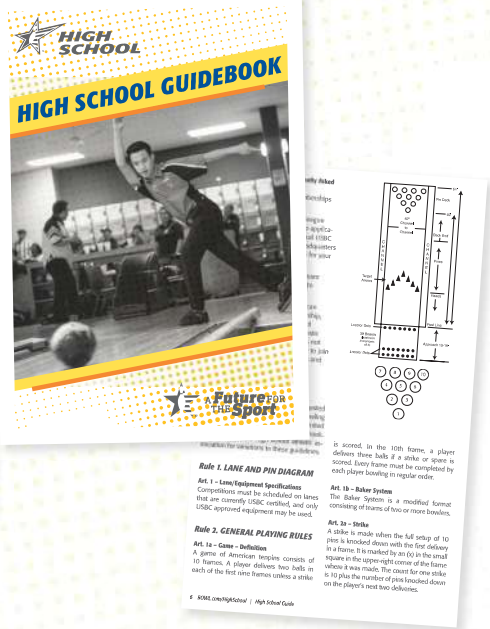
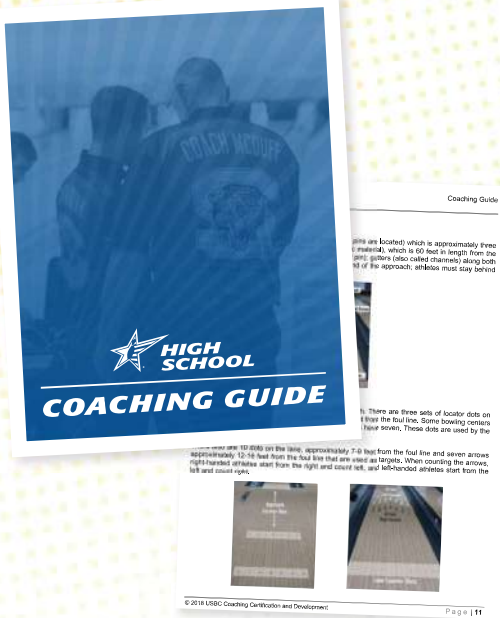
USA BOWLING NATIONALS U12 CHAMPIONS

HIGH SCHOOL BOWLING

High school bowling continues to grow in popularity and participation across the country. Since the first high school league took to the lanes in the 1930s, thousands of schools across the country have fielded high school bowling teams. It is the goal of IBC Youth, and the bowling industry, to one day see every high school state athletic association recognize bowling as a varsity/championship sport.

Varsity bowling participation has grown the last five years, including in 2017-2018, where varsity bowlers grew a record 6% over the previous season. That 6% growth in varsity participation was the single-largest growth percentage in varsity bowling since the 2007-2008 season. In 2018-2019, when other popular sports were showing a decline in participation, varsity bowling remained resilient and was one of the few sports to report growth for that season.

With increased collegiate opportunities for bowlers, whether it be a club or varsity program, now is the time to develop high school bowling in your community. While USBC does not govern high school bowling, the organization offers several resources to help create and educate high school bowling participants and supporters.



The High School Guidebook provides the basic rules for the sport of bowling and gives steps for those looking to start a program in their community. While state programs will vary in format, this guidebook serves as a foundation for those looking for the first step in creating a high school bowling program. You can request free copies of this resource at BOWL.com/highschool.

The High School Coaching Guide is a wonderful resource for any coach or volunteer working with high school bowlers. Not only does this guide give instruction on teaching the fundamentals of the game, it also provides individual/team practice drills to elevate the skills and performance of your bowlers. Download this free resource today at BOWL.com/highschool.

HOW TO PARTNER WITH YOUR LOCAL PARKS AND RECREATION CENTER TO GROW YOUR YOUTH PROGRAM

WHY SHOULD YOU?



COMMUNITY INVOLVEMENT. The local parks and recreation center is a resource and activity center for your entire community. Most rec centers offer several sports as part of their yearly programming. Being involved with them can help you promote your youth program.



COMMUNITY EXPOSURE AND GOODWILL. Supporting and being involved with your local parks and recreation center also helps give your center some excellent community exposure and helps to build awareness and goodwill about your business.



ADDED REVENUE. A well-designed partnership with the local parks and recreation center can help you generate added revenues and grow your organized youth programming without investing too much time, money or human resources.



REMEMBER THE LIFETIME VALUE. Look beyond what you will make in income for a single season and remind yourself what the lifetime value could be for a child that goes on to bowl for many more years in youth (and potentially adult) leagues.

WANT HELP OR HAVE QUESTIONS?

Let us help you! Get in touch with us at contactus@ibcyouth.com to start your youth league today!

OTHER IDEAS

BE WILLING TO BUY A BOOTH AT THEIR SPRING FAIR. Offer coupons, discounts, free lessons or free games. Draw people into your booth with a drawing for a free game of bowling for up to four people.



BE WILLING TO BECOME A CORPORATE SPONSOR. Sponsor a youth team in another sport. Sponsor a fundraising event, etc.

WHAT TO DO

1

REACH OUT TO THE PROGRAM DIRECTOR. Reach out to the program director to set up a meeting (preferably in person) with human resources.

2

SELL THEM ON THE CONCEPT. Remember, the program director is wondering what's in it for their organization. Your role is to sell them on the idea that a partnership with your bowling center will help them in the following ways:

- Increase their revenues by offering bowling as an activity.
- Increase their memberships by your willingness to promote the bowling and other youth programming through your center and your marketing database.
- There will be **minimal work** or resources required on their part as the participants will be using your facility.
- Explain that you have a complete **Learn to Bowl** curriculum as well as **Bowler's Ed** available at your disposal.
- Explain that you can assist them in getting a Bowler's Ed grant.
- Explain that you can host a free coaches training seminar for those who would like to learn how to coach youth bowling.

3

GIVE THEM RESOURCES. The program director may know nothing about bowling. Leaving materials behind is a sure way to help them remember the conversation and all the details.

- **Bowling is Healthy.** This campaign shows how bowling in fact is healthy!
- **Bowler's Ed Program Overview.** This one-page flyer helps explain the program.
- **BOWL.com/YRC** has tons of information, flyers, letters, certificates and much more!

4

FOLLOW UP. A week after your initial meeting, make sure to send a follow-up email or give them a call. See if you can answer any questions or help them get more information.

5

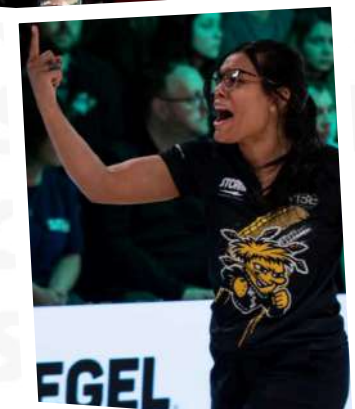
DON'T TAKE NO FOR AN ANSWER. Even a trial period is OK! Some people may be more receptive to testing it out before committing to a partnership, and that is OK. Remember that a trial period is your foot in the door.

COLLEGIATE

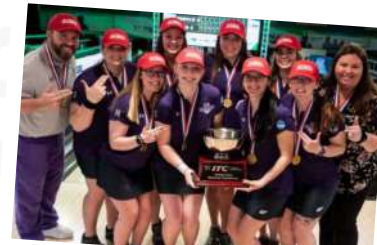
Every year, more than 4,200 student-athletes on 230 college and university intercollegiate bowling teams take to the lanes to compete in more than 150 certified collegiate tournaments.

Teams from the NCAA, NJCAA, NAIA and more come together to compete under the USBC Collegiate organization. USBC Collegiate serves as the national governing body to intercollegiate bowling, maintaining the eligibility and integrity of club and varsity bowling by certifying and regulating the sport at the collegiate level. The collegiate bowling season culminates with the Intercollegiate Team and Singles Championships. The ITC and ISC finals are nationally televised events, showcasing the best collegiate athletes bowling has to offer.

Below is a list of the 2022-2023 USBC Collegiate teams. We encourage you to share this information with youth bowlers in your area, particularly high school bowlers. Opportunities at the collegiate level continue to grow, with nearly half of the programs offering scholarships and tuition assistance. For an up-to-date list of programs, or to learn more about USBC Collegiate, visit BOWL.com/Collegiate.



- | | |
|---|------------------------------------|
| Spring Hill College, AL | Grand View University, IA |
| University of Alabama, AL | Hawkeye Community College, IA |
| University of Alabama-Birmingham, AL | Iowa Central Community College, IA |
| Arizona Christian University, AZ | Iowa State University, IA |
| Arizona State University, AZ | Iowa Western Community College, IA |
| Grand Canyon University, AZ | Morningside College, IA |
| Ottawa University, AZ | Mount Mercy University, IA |
| University of Arizona, AZ | St. Ambrose University, IA |
| California Polytechnic State University, CA | University of Iowa, IA |
| California State University-Fresno, CA | University of Northern Iowa, IA |
| San Jose State University, CA | Upper Iowa University, IA |
| University of California-Davis, CA | Waldorf University, IA |
| Colorado Mesa University, CO | Wartburg College, IA |
| Colorado School of Mines, CO | William Penn University, IA |
| Sacred Heart University, CT | Augustana College, IL |
| Howard University, DC | Aurora University, IL |
| Delaware State University, DE | Dominican University, IL |
| Wilmington University, DE | Elmhurst College, IL |
| Florida A&M University, FL | Illinois State University, IL |
| Florida Gulf Coast University, FL | Illinois Wesleyan University, IL |
| Florida State University, FL | Judson University, IL |
| University of Central Florida, FL | Kishwaukee College, IL |
| University of Florida, FL | Lewis University, IL |
| University of South Florida, FL | Lincoln College, IL |
| Webber International University, FL | McKendree University, IL |
| Emmanuel College, GA | North Central College, IL |
| Savannah College Of Art And Design-Atlanta, GA | Quincy University, IL |
| Savannah College Of Art And Design-Savannah, GA | Rock Valley College, IL |
| Coe College, IA | Roosevelt College, IL |
| Clarke University, IA | Saint Xavier University, IL |
| | Southeastern Illinois College, IL |



- | | |
|---|---|
| University of St. Francis, IL | Adrian College, MI |
| Western Illinois University, IL | Alma College, MI |
| Ancilla College, IN | Aquinas College, MI |
| Ball State University, IN | Cleary University, MI |
| Bethel University, IN | Concordia University, MI |
| Calumet College of St. Joseph, IN | Cornerstone University, MI |
| Grace College, IN | Davenport University, MI |
| Huntington University, IN | Grace Christian University, MI |
| Indiana Institute of Technology, IN | Grand Valley State University, MI |
| Indiana State University, IN | Lawrence Technological University, MI |
| Indiana University, IN | Madonna University, MI |
| Marian University, IN | Michigan State University, MI |
| Purdue University, IN | Mid Michigan Community College, MI |
| Trine University, IN | Olivet College, MI |
| University of Notre Dame, IN | Rochester University, MI |
| Vincennes University, IN | Saginaw Valley State University, MI |
| Baker University, KS | Siena Heights University, MI |
| Barton Community College, KS | Spring Arbor University, MI |
| Kansas State University, KS | University of Michigan, MI |
| Kansas Wesleyan University, KS | University of Michigan-Dearborn, MI |
| Newman University, KS | Minnesota State University-Mankato, MN |
| Ottawa University, KS | Saint John's University, MN |
| University of Kansas, KS | Winona State University, MN |
| Wichita State University, KS | Columbia College, MO |
| Campbellsville University, KY | Culver-Stockton College, MO |
| Campbellsville University-Harrodsburg, KY | Drury University, MO |
| Kentucky Wesleyan College, KY | Lindenwood University, MO |
| Lindsey Wilson College, KY | Maryville University, MO |
| Midway University, KY | Missouri Baptist University, MO |
| Morehead State University, KY | Missouri Valley College, MO |
| Northern Kentucky University, KY | Missouri Western State University, MO |
| Spalding University, KY | University of Central Missouri, MO |
| Thomas More University, KY | Blue Mountain College, MS |
| Union College, KY | Belmont Abbey College, NC |
| University of Louisville, KY | North Carolina A&T State University, NC |
| University of Pikeville, KY | College Of Saint Mary, NE |
| University of the Cumberlands, KY | Ferris State University, NE |
| Louisiana State University, LA | Hastings College, NE |
| Louisiana Tech University, LA | Midland University, NE |
| Tulane University, LA | Peru State College, NE |
| University of Louisiana-Lafayette, LA | University of Nebraska, NE |
| Coppin State University, MD | Wayne State College, NE |
| Morgan State University, MD | College Of New Jersey, NJ |
| Mount St. Mary's University, MD | Felician College, NJ |
| University of Maryland Eastern Shore, MD | Monmouth University, NJ |



New Jersey Institute Of Technology, NJ
 Rutgers University, NJ
 Stevens Institute of Technology, NJ
 William Paterson University, NJ
 University of Nevada-Las Vegas, NV
 Binghamton University, NY
 Canisius College, NY
 Cornell University, NY
 Erie Community College, NY
 Fulton Montgomery Community College, NY
 Hudson Valley Community College, NY
 Long Island University, NY
 Mohawk Valley Community College, NY
 Molloy College, NY
 Roberts Wesleyan College, NY
 Rochester Institute of Technology, NY
 Schenectady County Community College, NY
 St. Bonaventure University, NY
 St. Thomas Aquinas College, NY
 Stony Brook University, NY
 Villa Maria College, NY
 Westchester Community College, NY
 Bowling Green State University, OH
 Kent State University-Tuscarawas, OH
 Lourdes University, OH
 Miami University, OH
 Mount Vernon Nazarene University, OH
 Muskingum University, OH
 Notre Dame College, OH
 Oberlin College, OH
 Ohio State University, OH
 Shawnee State University, OH
 Tiffin University, OH
 University of Akron, OH
 University of Cincinnati, OH
 University of Northwestern Ohio, OH
 University of Rio Grande, OH
 University of Toledo, OH
 Ursuline College, OH
 Walsh University, OH
 Wright State University, OH
 Youngstown State University, OH
 Oklahoma Christian University, OK
 Georgian College, ON (CAN)
 Chestnut Hill College, PA
 Duquesne University, PA
 Kutztown University, PA

Mercyhurst University, PA
 Millersville University, PA
 Mount Aloysius College, PA
 Penn State University, PA
 Penn State University-Behrend, PA
 Penn State University-Berks, PA
 University of Pittsburgh-Greensburg, PA
 Robert Morris University, PA
 St. Vincent College, PA
 Temple University, PA
 Bethel University, TN
 Cumberland University, TN
 Lincoln Memorial University, TN
 Tennessee Wesleyan College, TN
 Tusculum University, TN
 University of Tennessee Southern, TN
 Dallas Baptist University, TX
 Prairie View A&M University, TX
 Stephen F. Austin State University, TX
 Texas A&M University, TX
 Texas Tech University, TX
 University of Houston, TX
 University of Texas-San Antonio, TX
 West Texas A&M University, TX
 Castleton University, VT
 Washington State University, WA
 Bryant & Stratton College, WI
 Carthage College, WI
 Marian University, WI
 Milwaukee School of Engineering, WI
 University of Wisconsin-Eau Claire, WI
 University of Wisconsin-Green Bay, WI
 University of Wisconsin-La Crosse, WI
 University of Wisconsin-Madison, WI
 University of Wisconsin-Milwaukee, WI
 University of Wisconsin-Oshkosh, WI
 University of Wisconsin-Platteville, WI
 University of Wisconsin-Stout, WI
 University of Wisconsin-Whitewater, WI
 Viterbo University, WI
 West Virginia University, WV

JUNIOR GOLD

The Junior Gold Championships is the pinnacle singles tournament for eligible USBC members. Being crowned as a Junior Gold champion and earning a place on Junior Team USA should be the goal of every USBC Youth member. Each season, Junior Gold boasts record participation at local qualifying events and the national tournament. But did you know that Junior Gold has exploded from simply a youth tournament to a week-and-a-half long spectacle for the bowling industry?

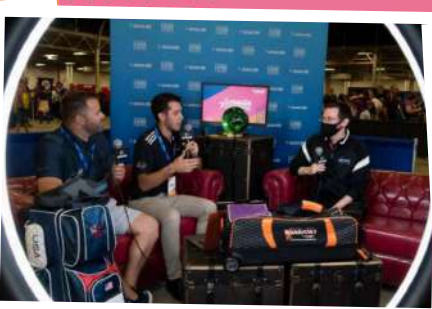
Before the tournament begins, participants and their families take part in a trade show featuring a range of exhibitors and activities. College coaches, local attractions, bowling equipment manufacturers and even pro bowlers are part of the experience! This interactive experience has quickly become a highlight for athletes and their families.

While the ultimate goal of Junior Gold is to crown national champions and determine placement for Junior Team USA, Junior Gold is a celebration of development, growth and friendship. Athletes from around the country, and even the world, come together to compete and share in a common passion.

It was inspirational to see these athletes return to the lanes to compete in the sport they love. But beyond the competition, seeing the athletes and their families reunite with their "Junior Gold family" was the greatest reward of the event. For the 2022 season there was over \$500,000 worth of scholarships awarded to the athletes. With the 2022 event in the history books, we look to 2023.

Junior Gold qualifying events are currently underway for the 2023 national tournament. We encourage you to run a qualifier or help your youth bowlers find a qualifier near them, so they too can experience all that Junior Gold has to offer. See you in Indianapolis!





JUNIOR GOLD TRADE SHOW

A time to explore and discover everything new and exciting in the world of youth bowling! Check out potential college bowling teams and meet with recruiters! Meet your bowling idols and get autographs! Even take a photo with Pin Man!



A day devoted to learning about bowling and everything new to the sport! Test new balls and equipment and get advice from pro bowlers and veterans of the industry!

JUNIOR GOLD DEMO DAY



JUNIOR GOLD COMPETITION

This is what it's all about. Sportsmanship, camaraderie and even exploring a new town each year. Competition and fun are always in high gear and everything leads up to the final rounds during the Junior Gold TV show tapings!



JUNIOR GOLD U12 TV SHOW



JUNIOR GOLD U15 TV SHOW



JUNIOR GOLD U18 TV SHOW



JUNIOR GOLD U20 TV SHOW

PEPSI TOURNAMENTS

Open to all USBC Youth members, the Pepsi USBC Youth Championships is a nationwide tournament that offers youth bowlers another opportunity at earning scholarships. On average, more than \$600,000 in scholarships are awarded each season.

Youth bowlers have the opportunity to advance to their state finals event by qualifying at the local league level. This qualifying model exists to encourage continued youth league participation. Youth bowlers receive many benefits participating in a youth league program, with Pepsi qualifying serving as another strong reason to drive participation in your league program.

Qualifying competition is held in divisions based on the bowler's date of birth. To help, we have provided the divisions, based on the bowler's date of birth, below:

<h2>U8</h2> <p><i>Bowlers whose birthdate is 8/1/2014 or later</i></p>	<h2>U10</h2> <p><i>Bowlers whose birthdate is 8/1/2012 thru 7/31/2014</i></p>	<h2>U12</h2> <p><i>Bowlers whose birthdate is 8/1/2010 thru 7/31/2013</i></p>	<h2>U15</h2> <p><i>Bowlers whose birthdate is 8/1/2007 thru 7/31/2010</i></p>	<h2>U18</h2> <p><i>Bowlers whose birthdate is 8/1/2004 thru 7/31/2007</i></p>
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Tournament participation is another way to keep bowlers involved and invested in our sport. Educate youth in your community about these opportunities and encourage them to strive for that goal of qualifying for the state Pepsi tournament. This is an excellent way to keep the youth engaged in your local programming and serves as a selling point to new bowlers and parents!

For more information on the state Pepsi tournaments, or to contact your state director, visit BOWL.com/PepsiYouth.

YOUTH OPEN CHAMPIONSHIPS

For adult USBC members, the pinnacle of amateur competition is the USBC Open and Women's Championships. Not only do these events provide a unique social experience that only a sport like bowling can provide, but it allows USBC members to compete for national championships in several divisions and provides the chance to take home the coveted Eagle trophy.

For USBC Youth members, the Bowling.com Youth Open Championships delivers an event equivalent to the Open and Women's Championships. While the adult events have divisions based on average, the Youth Open divisions are based on age, matching the division structure like the Pepsi tournaments and Junior Gold Championships. Best of all, the Bowling.com Youth Open Championships is open to all USBC Youth members!

The Bowling.com Youth Open is operated within the Junior Gold Championships schedule, allowing bowlers who may be participating in Junior Gold to conveniently participate in the Youth Open event during their trip.

Bowlers compete in scratch singles, doubles and team events, providing multiple opportunities to participants of all skill levels to earn scholarship and achieve success (including optional handicap events and all-events). With \$150,000 in scholarships available, the Bowling.com Youth Open is a tremendous opportunity for the youth bowlers in your community to get further involved in the sport.

Don't have a team? Don't worry! IBC Youth works with participants to find them teammates, through the Youth Open "Friendship Team" initiative. Bowlers who are interested in competing in the Youth Open, but are having trouble finding teammates, can go to BOWL.com and fill out a form to be paired with suitable teammates. The Friendship Team is a great way to meet new bowlers from around the country and develop lifelong friendships in the sport!



Send a bowler, send a team, send a dozen teams! Bowl with friends or make new ones. No matter the situation, the Bowling.com Youth Open has a spot for the USBC Youth members in your community. Encourage them to take advantage of this awesome bowling opportunity and join us at the Bowling.com Youth Open Championships!

BOWL.com/YouthOpen

SMART PROGRAM



Did you know, USBC offers millions in scholarship money to help bowlers get a jump start on their dreams? In fact, more than \$8 million in scholarship money is offered each season by bowling associations, certified tournaments and proprietors throughout the United States.

> \$8 MILLION

SMART (Scholarship Management and Account Reporting for Tenpins) is a program that began operation in 1994 as a service offering the bowling community a centralized location to manage bowling scholarship funds as well as providing USBC members with a resource for inquires about bowling scholarships. Since 2010, the SMART Bowling Scholarship Funding Corporation has served as an independent entity, dedicated to the management, protection and promotion of SMART scholarship funds for the bowling community.

SMART MISSION

In order to help youth bowlers achieve their educational goals and reach their full potential, we will provide effective and convenient access, safekeeping and prudent management of all scholarship funds until distributed to youth bowlers in compliance with all required regulations.

SMART VISION

To be the premier custodian of youth scholarship funds in bowling, admired for its efficiency, transparency and friendly and responsive service.

SMART simultaneously services two core groups within the bowling community: Providers and Recipients.

PROVIDERS create the scholarship opportunities for the recipients. These providers are mostly tournament directors, USBC associations, youth program coordinators and center proprietors. They come up with various ways to provide scholarships to participants across the sport of bowling. SMART makes it easy for individuals and organizations to become providers for SMART and set up scholarships for their bowling program.

SMART provides a financial portal for providers to keep track of their scholarship offerings, electronically process fund payments and assign funds to scholarship recipients. This tool allows providers to facilitate their scholarships quickly; depositing the money to SMART and providing the recipient list all in the same portal, allowing for scholarships to become available to bowlers within days, rather than weeks.

To set up an account and begin your own SMART scholarship, simply go to BOWL.com/SMART and fill out the Provider Account Form. Send the completed form to the helpful SMART staff at SMART@bowl.com.

RECIPIENTS are bowling participants that earn the scholarships from the providers. SMART services this group in many ways. Like a bank and savings account, SMART holds the scholarship funds until the appropriate time when recipients can use the funds. Recipients can login through the SMART portal and verify the balance of the scholarships they have accrued. When bowlers are ready to apply their scholarships toward their education, they login to the SMART portal and request their funds. Having this process serviced through the SMART portal allows scholarship funds to be available to bowlers at a moment's notice.

Incorporating scholarships into your youth program can create added benefit to your recruitment and retention efforts. Bowling is one of the few sports that utilizes scholarships at a young age, and each bowling center and local association should find creative ways to take advantage of scholarship use in their programs. Thanks to the capabilities of the SMART program, adding scholarship components to your bowling program has never been easier.



WHAT CAN SMART SCHOLARSHIPS BE USED FOR?

SMART scholarships can be used by bowlers in different ways to finance their educational aspirations, through several different educational institutions. Here are a few educational institutions where SMART scholarships are accepted:

- Universities
- Colleges
- Business Schools
- Technical Schools
- Trade Schools
- Vocational Schools

Through the above educational institutions, bowlers can use their SMART funds in many ways to enhance their educational career. Bowlers can use funds for:

- Tuition/fees
- On-campus meal plans
- On-campus housing plans

At the campus bookstore, the following can be purchased with SMART funds:

- Textbooks
- Required class supplies; including pens, paper and notebooks
- Equipment necessary for completion of a course or program, including a laptop or computer

UNIQUE WAYS PROVIDERS CAN USE SMART SCHOLARSHIPS

Most people associate SMART scholarships with youth tournaments. But did you know there are many different ways to include SMART scholarship components in the operation of your bowling programs? Here are a couple ways SMART scholarships could be used to enhance your program:

- Award scholarships based on perfect attendance at league
- Scholarships for league achievements, like first strike, 700 series
- Use scholarships to encourage participation in multiple tournaments/leagues a season
- Meritorious style awards, like "Friendliest Bowler" or "Most Helpful Bowler"
- End-of-season awards, like "Most Improved" or "Highest Average"
- Scholarships for high school seniors
- Volunteer of the Year scholarship
- Community service awards
- Incentive to apply/join your Youth Committee
- Bring a new bowler to league, earn scholarship
- "Welcome to bowling!" scholarship, for new bowlers to your program

SCHOLARSHIPS

Each season, IBC Youth and USBC offers several national scholarships available to eligible USBC members. Facilitated through the IBC Youth Scholarship portal, bowlers can electronically submit their applications and other necessary documentation. Add these deadlines to your program calendar, download the scholarship flyer from BOWL.com and encourage your bowlers to apply for the scholarships they are eligible for!



USBC CHUCK HALL STAR OF TOMORROW

DEADLINE: Dec. 1 SCHOLARSHIP 1 male: \$6,000

This award annually recognizes star qualities in a non-professional USBC member in good standing who is a senior in high school or a college student who has not reached their 20th birthday prior to August 1 of the current bowling season. Star qualities include distinguished certified bowling performance on the local, regional, state and national levels, academic achievement and extracurricular and civic involvement.



USBC ALBERTA E. CROWE STAR OF TOMORROW

DEADLINE: Dec. 1 SCHOLARSHIP 1 female: \$6,000

This award annually recognizes star qualities in a non-professional USBC member in good standing who is a senior in high school or a college student who has not reached their 20th birthday prior to August 1 of the current bowling season. Star qualities include distinguished certified bowling performance on the local, regional, state and national levels, academic achievement and extracurricular and civic involvement.



USBC ANNUAL ZEB SCHOLARSHIP

DEADLINE: Dec. 1 SCHOLARSHIP 1 applicant: \$2,500

This award recognizes a non-professional USBC member in good standing, who is a junior or senior in high school. This scholarship is based primarily on community service and very strong academic success. Bowling success does not factor into the selection process. In addition to the scholarship, the winner and a parent/guardian receives an expenses-paid trip to attend the awards ceremony, which is held in conjunction with the USBC Convention.



USBC YOUTH AMBASSADOR OF THE YEAR

DEADLINE: Dec. 1 SCHOLARSHIP 1 male/1 female: \$1,500

This award annually recognizes one male and one female USBC bowler for his/her exemplary contributions in the sport of bowling outside of league or tournament play, academic accomplishments and community involvement. In addition to the scholarship, each award winner receives an expenses-paid trip to the awards ceremony held in conjunction with the USBC Convention. One of the winners may serve on the USBC Youth Committee and be eligible for additional scholarship funds. Youth Ambassadors selected to serve on the Youth Committee must be a non-professional USBC member in good standing and have not reached their 20th birthday prior to August 1 of the current bowling season.



GIFT FOR LIFE SCHOLARSHIPS

DEADLINE: Dec. 1 SCHOLARSHIP 12 applicants: \$1,000

The Gift For Life Scholarship is open to any non-professional USBC member in good standing, who is in high school. USBC awards up to 12 scholarships each year. Two of the awards are reserved annually for children of fire department, emergency rescue or police personnel. Selected finalists may be asked to provide evidence of their financial need.



USBC EARL ANTHONY MEMORIAL SCHOLARSHIP

DEADLINE: Dec. 1 SCHOLARSHIP 5 applicants: \$5,000

If you are a non-professional USBC member in good standing, senior in high school or college student who have not reached their 20th birthday prior to August 1 of the current bowling season, you are eligible for this scholarship. Bowling success is not considered in awarding this scholarship. USBC presents this prestigious scholarship in honor of legendary pro bowler Earl Anthony. USBC will award five USBC members with a \$5,000 scholarship. Candidates must be enrolled in their senior year of high school or presently attending college and must be a current USBC member in good standing. In addition, candidates must have a minimum cumulative GPA of 2.5 based on a 4.0 scale (or equivalent). Individuals may win this award only once.

DEXTER HIGH SCHOOL ALL-AMERICAN SCHOLARSHIP

DEADLINE: May 1 SCHOLARSHIP: \$1,000

Five male and five female USBC high school members are selected annually for the Dexter High School All-American Team and a \$1,000 scholarship. Additionally, two of the 10 athletes selected will receive the Bud Clapsaddle Award, being named the team captain, and receiving an additional \$500 scholarship. Any USBC member that participates on a recognized interscholastic high school team (varsity or club classification) is eligible to apply. As a high school bowler, your selection to the Dexter High School All-American Team is based on your bowling accomplishments, academic achievement, letters of recommendation and extracurricular/community involvement. Applicants must have a minimum GPA of 3.0 based on a 4.0 scale (or equivalent). All-American Team awards are presented at the Junior Gold Championships during the Opening Ceremony.



GRANTS

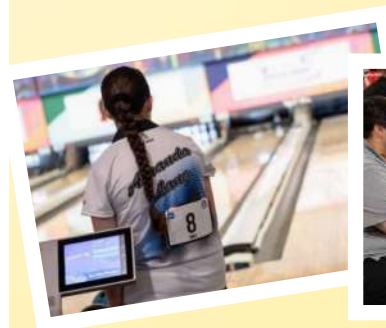
Besides the national scholarships available to USBC members, IBC Youth offers grants to participants and community members either involved, or looking to be involved, in the sport of bowling.



Is your high school team in need of equipment? Supported by the YES Fund and its partners, the Students Equipped To Strike (S.E.T.S.) Grant provides gently used equipment, donated by ball manufacturers, to high school bowlers who demonstrate financial need. Pending equipment availability, individual student-athletes and teams can apply for the grant throughout the year. Like USBC National Scholarships, the S.E.T.S. Grant can be applied for through the IBC Youth Scholarship Portal on BOWL.com.

The S.E.T.S. Equipment Grant provides proprietors and local USBC associations the opportunity to deliver a service to members in their community. By educating local schools and encouraging them to apply for grants available, we can help provide a better bowling experience to the students, schools and programs in our communities.

For more information and access to the IBC Youth Scholarship Portal, visit BOWL.com/highschool.





YOUTH GAME, SERIES AND SPECIAL ACHIEVEMENT AWARDS

Reward your bowlers! Enhance the experience of your youth bowlers with these special awards!



ALL AWARDS \$0.40 EACH

AWARDS ARE SOLD ONLY TO USBC-CERTIFIED BOWLING CENTERS.

To Order>>>

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EVENTS



AWARDS



BOWLOPOLIS

What is Bowlopolis?

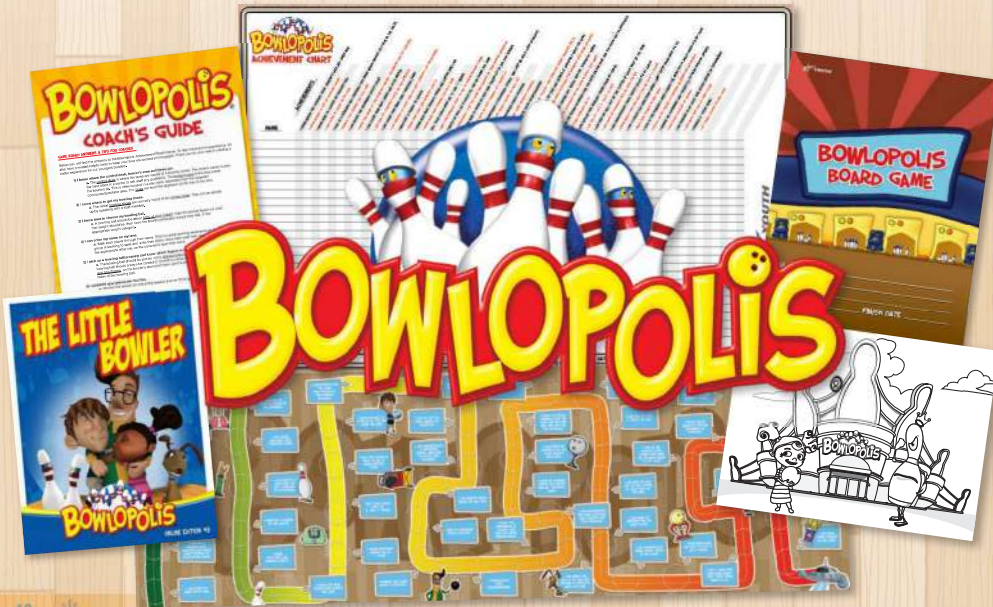
Bowlopolis is a 3D animated series that tells the story of Layne Kegler, who must take on the Evil Kingpin in order to rescue his father, save the Earth and win a sizable trophy. There's just one problem...Layne doesn't know how to bowl!

Our hero, Layne, is joined by his fast-talking friend, Carrie, and his wisecracking dog, Reset. With adventures in every frame, Layne experiences the fun and sport of bowling, all while trying to defeat Kingpin and his minions.

Bowlopolis was created in 2008 as a joint venture between the BPAA and USBC. The goal was to develop a brand specifically designed to introduce bowling to kids 8 and younger, in a language they understand. The cartoon series, featuring 21 short episodes, combines elements of education and fun, all centered around bowling. Bowlopolis provides program coordinators the opportunity to enhance the experience for bowlers 8 and under, through a fun and engaging marketing brand.

FREE TO DOWNLOAD

Interactive league materials will be available on BOWL.com to download for free!



YOUTH RESOURCE CENTER

GROWING YOUR YOUTH PROGRAM IS JUST A CLICK AWAY!

The Youth Resource Center is your local hub for all things related to Youth Bowling! From tournament flyers, certificates, free creative services and even educational pieces, the Youth Resource Center is your one-stop shop for all your youth bowling needs.



CHECK OUT BOWL.COM/YRC TO START UTILIZING THESE FREE RESOURCES!

The Youth Resource Center, or YRC, is your central hub for youth bowling information. This site houses a wide variety of materials and resources designed to help elevate the youth bowling experience in your center and community.

Are you looking for information about starting a Youth Leaders program? Maybe you would like to send your local high school coach the link to our free high school coaching guide. Perhaps you would like to download an editable certificate to recognize a bowler's achievement. Whatever your need, the Youth Resource Center can provide.

IBC Youth is continually working to bring new resources and updated material to the YRC, allowing you, the program coordinator, to have access to any resource you may need, at any time of the year. If you have not looked around the YRC, we would encourage you to do so. You will find past information, still relevant to youth programming today, as well as timely resources to help market programming and initiatives specific to the current bowling season.

The Youth Resource Center should become your go-to source for youth bowling material and information. Whatever the program, whatever the initiative, the YRC has something to help you enhance the program in your center and grow bowling in your community.

Is there anything you would like to see uploaded to the YRC? What materials, resources and information would be helpful for you to make bowling better in your community? Let us know by emailing Marketing@ibcyouth.com.

GET MORE KIDS BOWLING BY TAKING YOUR IDEAS TO THE NEXT LEVEL WITH CUSTOM MATERIALS!



FREE CREATIVE SERVICES

- | | |
|---------------------------|---------------------|
| POSTERS | STATIONARY |
| POSTCARDS | EMAIL MARKETING |
| DIGITAL & PRINT MATERIALS | SOCIAL MEDIA PIECES |
| CERTIFICATES | SIGNAGE |

VISIT BOWL.COM/YRC FOR EVEN MORE FREE RESOURCES!
CONTACT US TO START YOUR PROJECT TODAY • 817.385.8372 • MARKETING@IBCYOUTH.COM

SEPTEMBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 USBC National High Team Score Deadline	2	3
4	5 Labor Day 	6	7	8	9	10
11	12	13	14	15	16	17  Collegiate Season Kickoff
18	19	20	21	22	23	24
25	26	27	28	29	30	

NOTES

OCTOBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15 
16 	17	18	19	20	21	22
23 	24	25	26	27	28	29 
30 	31 Halloween 					

NOVEMBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 
6 	7	8	9	10	11	12
13	14	15	16	17	18	19
20 	21	22	23	24 Thanksgiving 	25	26
27	28	29	30			

NOTES

DECEMBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 USBC National Youth Scholarship Deadline Dexter Dexter All-American Scholarship Open to Apply	2	3
4	5	6	7	8	9	10 
11 	12	13	14	15	16	17
18	19	20	21	22	23	24 Christmas Eve 
25 Christmas Day 	26	27	28	29	30	31 New Year's Eve Bowler's Ed Equipment Grant Deadline USA Bowling Coaching Seminar Deadline

NOTES

JANUARY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day 						
						
						
						
						

NOTES

FEBRUARY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9 National Pizza Day 	10	11 
		14 Valentine's Day 	15	16	17	18
19	20	21	22  Collegiate Sectional Assignments Announced	23	24	25
	27	28				

NOTES

MARCH 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5 	6	7	8	9	10	11
12	13	14	15	16	17 St. Patrick's Day 	18
19 	20	21	22	23	24	25 
26  	27	28	29	30	31	

NOTES

APRIL 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1  April Fool's Day 
2 	3	4	5	6	7	8
9 Easter 	10	11	12	13	14	15
16	17 	18 	19 	20 	21 	22 
USBC Intercollegiate Team and Singles Championships						
23	24 	25 	26 	27 	28	29
USBC Convention						
30						

MAY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Teacher Appreciation Day 	3	4	5	6
7 Mother's Day 	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 Memorial Day 	30	31			

NOTES

JUNE 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 Father's Day 	19	20	21	22	23	24
25	26	27	28	29	30 Bowler'sEd Bowler's Ed Equipment Grant Deadline	

NOTES

JULY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Independence Day 	5	6	7	8
9	10	11	12	13	14	15
	      Junior Gold Championships					
16	17	18	19	20	21	22
       Junior Gold Championships						
23	24	25	26	27	28	29
30	31					



IBC Youth Development STRATEGIC PLAN

VISION

For all children to experience the fun of organized bowling.

MISSION

Cultivate opportunities to grow youth bowling through services, developmental programs and competitions.

CORE VALUES



SERVICE



INTEGRITY



EDUCATION



TEAMWORK



COLLABORATION



LEADERSHIP

SERVICE bowling with **INTEGRITY** in all areas through **EDUCATION**, **TEAMWORK** and **COLLABORATION** with our partners. Above all, demonstrate and foster **LEADERSHIP** within the organization at all levels.

STRATEGIC PRIORITIES

- **Membership:** Creating opportunities for fun and friendly competition, sportsmanship, teamwork and leadership development.
- **Tournaments:** Organize youth championships and events that deliver an exceptional experience for all bowlers.
- **Education:** Provide educational tools and resources to motivate and support the bowling community.
- **Scholastic:** Present an avenue for kids to participate in bowling through school-based programs.
- **Marketing:** Create more opportunities for youth bowling by delivering promotional marketing strategies to increase awareness of youth development programs.
- **Innovation:** Leverage advancing technology to improve operational efficiencies.

MORE KIDS BOWLING

CONTACT INFO

If you have any questions, feel free to reach out and contact us!
As always, check out BOWL.com for information about all things bowling!

GENERAL

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NATIONAL TOURNAMENTS

Junior Gold • USA Tournaments • Youth Open
tournaments@ibcyouth.com

MARKETING

marketing@ibcyouth.com

MEMBERSHIP

youthmembership@ibcyouth.com

PEPSI TOURNAMENTS

tournaments@ibcyouth.com
Inquiries regarding each state tournament should be directed to the Pepsi State Director.

USA BOWLING

League Development • Coaching
usabowling@ibcyouth.com



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Youth Development

21_582

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