

Prime Time Industrial League for lighted clubs

Introduce Prime Time, a Lawn Bowling League for those adults who have not been able to play in the past because of the early start times associated with this sport. In an effort to demonstrate that this wonderful life-long sport is for all ages and not just for retirees, if you have lighted greens, reserve Thursday evenings for those who work, those who need to start play a little later, at 7:30.

Until now, evening play always started at 6:30, requiring players to arrive and be ready at 6:00. This made it difficult for those with jobs - too much rushing.

Lawn Bowling is a calm sport, played in a friendly, civilized atmosphere – a perfect way to relax after a stressful day. Yes, there is a Skip, but he or she is not a boss. You just do the best you can. Make it a mixed league with three players per team. This is a unique opportunity to recruit co-workers to form one or more teams. Or, create teams of strangers. It's an excellent way to meet new people and make solid new friends.

Make it easy for PRIME TIME players. No uniforms (no whites) required. You don't need to know how to play. You just need to want to play. Provide training to all by your certified coaches on a specific date such as Saturday, April 21 and 28, from 1:00 – 4:00pm. Invite people to test the game. Provide bowls free of charge. As usual, flat-soled shoes are mandatory on a bowling green.

Target the most likely companies and organizations in your club's neighbourhood. Recruit in person. Your best sales person and PRIME TIME coordinator should do this. Use the tools in the kit. Place a press release in your community paper at the end of March or the first week of April. Email this press release and one of the posters to at least 25 hot prospect companies, Chamber of Commerce (of which the club should be a member), plus your city's councillors, parks & rec department, school trustees, Parent Advisory Councils (PAC), service clubs, church groups, neighbourhood police and fire halls. You only need 48 people plus a few spares. Of course, there are other ways to organize the teams. This is just to get you started.

A sense of urgency! Start the season early so that it ends at the end of July without interfering with people's holiday schedules. For example, PRIME TIME League play starts on Thursday, May 10. Those interested must act quickly: phone or email your PRIME TIME co-ordinator. Make sure you include the new people in running the league, as you'll want to turn it over to them as they learn. They will gladly provide help, if they have fun.

Provide Details such as: *Play is on Thursday evenings at 7:30. The special Introductory Season Fee of \$60.00/player includes MVP Awards, Certified Coaches, Website Statistics, and, starting May 14, a 12-week season, including playoffs. The champions will be decided on Thursday, July30, preceded by an end of season BBQ, so that everyone can watch.* Make sure you put on a good show, so that this league will expand. For those who always wanted to try out Lawn Bowling, now is their chance.

**Prime Time
Lawn Bowling
League**



Start-up Kit

Includes Samples of

Press release
Poster
Advertisement
Promotional Trifold

Just personalize to your club.
It's free!

Tip: Try to sign-up 3 persons per company or make teams of strangers. It's a nice way to meet new people. You only need 16 teams. Recruit in person.

###