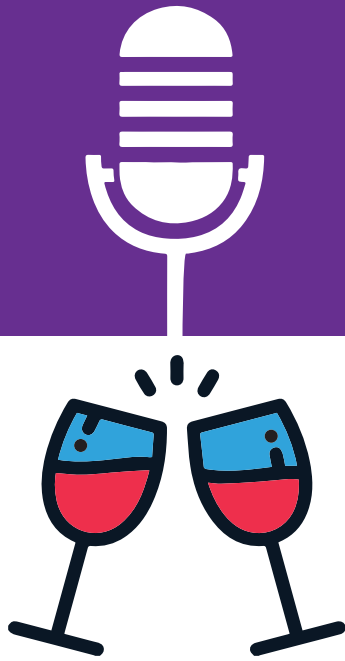




KB XTREME





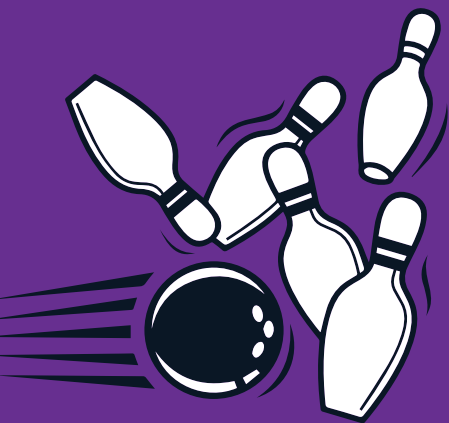
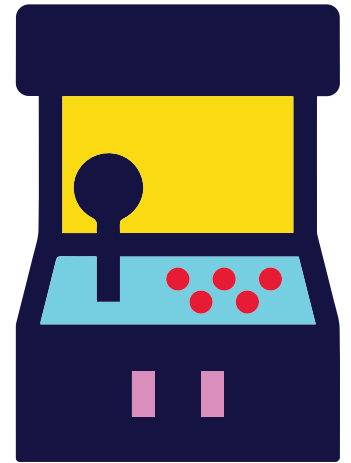
Fundraising at



Thank you for choosing KBXtreme for your fundraising event! KBXtreme has been an important family entertainment center for the Hawaii Island community since 1986!

We are proud to offer fun, connection and recreation for people of all ages physical abilities, and bowling skills! KBXtreme is locally owned, and proud to support our local educational, non-profit and charitable organizations in any way possible.

The following are some tips we have learned about how to successfully host a fundraising bowling tournament.



Preparing For Your Event

Give yourself at least two-three months to plan.

Our most successful fundraisers have their dates set as an annual event and build more revenue every year.

1. Create a budget, theme, fundraising goal and event title.
2. Reserve your dates with KBXtreme and pay deposits.
3. Send a save the date announcement with your newsletter and on social media.
4. Set up registration.
5. Solicit prizes, teams from local businesses and sponsors.
6. Launch event to your supporters and the public.
7. Ask the community to join, at least once per week through email, direct asks, social media posts and email.
8. Have a really fun event!
9. Send out thank you's and announce next year's date.

Budget

- Bowling fees (Lineage)
- Food or drinks you want to provide with event price
- Signage
- Staffing
- Postage
- T-shirts

Set up a simple budget to create revenue goals.

People like to be involved in your revenue goals! "We have a goal of raising \$2,500 for homeless pets tonight! And have fun doing it! Can you help?"



Prizes & Solicitation

Send a donation request to all your email supporters, social media fans asking for donations for the silent auction and prizes.

Contact local businesses.

Popular and high selling auction items are: a weekend stay at a vacation home, a two night stay at an area resort, fishing charters, airline gift certs, dinner gift certificates, locally owned business baskets, experiences like a cooking class, beekeeping class, massages, beauty services, dog training, a bottle of wine.

Harder to sell items are art or things that require someone to align with the aesthetic, preference or taste of the item, like handmade jewelry, but these things can still add up.

KBXtreme offers donations of bowling parties and gift cards to get your started.

Media & Theme

Consider a media event, such as a live remote with a local radio station to promote your cause and talk about the issues you work on.

They often will do PSA type events for sponsorship. Send a press release out. Media is often looking for light hearted, solution based content.

Some event planners have created a compelling theme, such as 90's, 80's, Gatsby, etc.

Sell It Out

Invite local businesses to sponsor a group of their employees as a team. This helps fill your lanes fast and gets that revenue in. Businesses I've seen do this are the boating companies, bars, restaurants and resorts. You will shout them out on social and tag them for marketing value. If you sell out all lanes in advance, you can open a second shift and double your revenue. Many organizations have accomplished this by their third year.

Staffing

- MC for the event
- Volunteers to administer the silent auction
- Volunteers to package and display silent auction (in-person and online)
- Volunteers to arrange ringing up and/or shipping or drop off of prizes
- Set up a display of your cause
- Clip-board for people to sign up for your email marketing

Master of Ceremonies

Your MC is crucial for drumming up and getting the auction to open and close on time. They will do direct asks and get people hyped. Giving your announcer a quick bullet point list of things you want them to announce helps them keep the flow of the event exciting. You can include a quick welcome, what time the auction closes, fun facts about your organization, your fundraising goals for the evening, etc.

We have a PA for the MC, but it is loud in the center, so make sure everything you want people to know is also in writing on the tables. You can do this with an event program on each table or with a one pager.



Bowling Tournament Structure

For format purposes, and to encourage bowlers of all skill levels, we suggest the following.

- Check-in: 9:30am
- Event: 10:00am – 1:00pm
- Entry fee: \$49 per bowler, or \$275 per team of up to six (6) bowlers. **ALL SKILL LEVELS WELCOME!** Entry fee includes lineage, shoe rental, and drink ticket. All proceeds go to benefit Aloha Ilio Rescue to assist with animal rescues and veterinary care expenses.

FORMAT:

- 3 game series
- Handicap of 90% of 210 to be fair for all skill levels
- TONS OF PRIZES
- High Team Game Score
- High Individual Game Score
- High Team 3-Game Series Score
- High Individual 3-Game Series Score
- Best Dressed Team
- Most Donations Raised
- Closest Score to “# of Dogs homed in 2022”?
- Lots of other random prizes for participants!
- Silent Auction and other Giveaways at event



Announcing & Marketing Your Event

Messaging: Focus messaging on your cause, fundraising needs, family fun, and community support. Mention the prizes and opportunity for participants to get to know your work.

Facebook event, add KBXtreme as a co-host so that we may also market your event

Instagram and Facebook Stories - It's easy to add your post to these to make sure people who only scroll stories see your event.

Kona Town Today and Tonight on Facebook is a group. You can post upcoming events on Sundays and Mondays only and only post once. It has 9,000 local followers.

Eventbrite reaches people looking for community events in your area and will add your event to google events.

Konaweb is used by Kona Families to find happenings. <https://www.konaweb.com/calendar/>

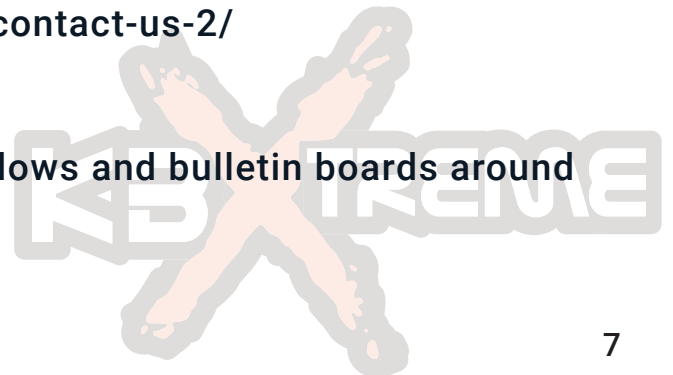
Send PRESS RELEASE cjensen@westhawaiiitoday.com

Send a letter to the editor or Mahalo letter about your cause and mention your fundraiser at the end. <https://www.westhawaiiitoday.com/letter-to-the-editor/>

Ask local radio stations for a PSA

New West Broadcasting <https://www.kwxx.com/contact-us/>
The Wave <http://www.hawaiiswave.com/contact-us-2/>
Kapa <https://kaparadio.com/contact/>

Have volunteers take flyers to put in windows and bulletin boards around town.



Prize Structures

We can't stress enough that the prizes drive the success of your event.

You will ask local businesses and supporters to:

- donate a prize for your event or silent auction
- consider sponsoring a Team to bowl at the event
- provide a monetary donation to your group
- sponsor your event for ad or marketing value

Prizes can be awarded for:

Team high score

Individual high score

Categories you determine. Bowling teams that are "best dressed" "highest score, "best team spirit" "most likes on social media" and most important, "most donations raised."

The most economical prize is a printed certificate. People also do Trophies, which tend to be under \$20 at Kona Engraving. You can add some of the prizes to packages for these categories. Be sure to publish prize packages at least the day of the event. If you publish prize offerings sooner, you will have more success filling your lanes.

Auctions

Auctions offer prizes to the highest bidder at the event. Auctions can be done on paper with clipboards and sign up sheets, or they can be done using a web based applications such as www.betterworld.com. Paper administration requires some management, to set the starting bid and make sure people are bidding as the rules require, as well as creating a smooth check out process. They also tend to limit you to the people at the event, whereas a digital platform is a way people who are not on island or attending can also support the event, before and during. This can drive prices higher for items and involve more people in your cause.


Auction Set-Up

Put someone in charge of the auction if you can. It's a whole job. Set up the prize items with a minimum bid. Adding a "Buy It Now" option can help get you close to retail value quickly. Our experience is this works well when the bid is set at slightly under the retail value.

We can offer you a branded paper form that will work for on site auctions. People use acrylic signs to show the prize offer and clipboards for people to sign in the bid. The idea is people wander around and browse and bid on items that interest them. So, you want to merchandise things in a way that attracts people to your table or inspires them to play and bid.

If you choose to use a digital platform, acrylic signs can have a QR code or weblink directing people on how to participate. Either way, have volunteers available to help folks who are not internet savvy and help people with questions.

Auction Form and Display Examples:



Silent Auction

BUY IT NOW

PRICE: \$250

ITEM: GOLF GLOVE CRUISE FOR 2

NAME	BID	CONTACT #
	140	
	150	
	160	
	170	
	180	
	190	
	200	
	210	
	220	
	230	
	240	

AUCTION CLOSING AT 7PM. CASH OR CARD OK!







[illegible]

Registration

Your registration information should include at least:

- Name of event “_____Bowling Tournament Fundraiser”
- Tagline “Raising money for _____”
- Date and Time
- Tournament Structure Details
- Selling points “such as prizes, family fun, no bowling experience needed”
- Logos
- Registration form or online link/QR code
- Venue and Address

Optional: Quick agenda times including when winners will be announced (saves you answering questions during the event. You can manage reservations, silent auctions, ticketing and Peer-to-peer fundraising using [Betterworld.org](https://www.betterworld.org))



The registration form is titled "PINS FOR PUPS BOWLING TOURNAMENT FUNDRAISER" and is for a team bowling event. It includes logos for "PINS FOR PUPS" (a dog with a pin) and "ILIO RESCUE" (a dog's head). The event is at "AT K&B XTREME 75-5591 PALANI RD" on "APRIL 8, 2023 10 AM - 1 PM". The form has sections for "TEAM BOWLING REGISTRATION" and "INDIVIDUAL BOWLING REGISTRATION".

PINS FOR PUPS BOWLING TOURNAMENT FUNDRAISER

BENEFITING ILIO RESCUE

AT K&B XTREME 75-5591 PALANI RD

APRIL 8, 2023 10 AM - 1 PM

TEAM BOWLING REGISTRATION

TEAM NAME: _____

TEAM CAPTAIN: _____

EMAIL: _____

PHONE NUMBER: _____

BOWLER 1: _____

BOWLER 2: _____

BOWLER 3: _____

BOWLER 4: _____

BOWLER 5: _____

BOWLER 6: _____

INDIVIDUAL BOWLING REGISTRATION

BOWLER NAME: _____

EMAIL: _____

PHONE NUMBER: _____



- Send out prize solicitations to local businesses. KBXtreme will share our current list of frequent supporters. You will have some orgs respond right away, but many wait until the last minute to send their commitment and prize. I designate a day before the event to make a prize list to send all supporters.
- Promote the prizes as they come in on social media with a thank you. This can create a lot of hype, push sales and honor your supporters publicly! Example “Thank you to Kona Brewing Co for the donation to our Pins for Pups event, coming up on April 18th! Are you registered yet?”
- Organizations who promote every prize that comes in on their social media accounts tend to sell out events.
- See VASH’s Facebook here for an example: Facebook Post Example: https://www.facebook.com/events/452213888896300/?active_tab=discussion
- If you do sell out your event, make a big deal about it. People will be quick to sign up next year for the event that cannot be missed!

During the Event

- Arrive early to set up. You may have to work around other parties and bowlers. Let the manager on duty know how many tables you will need where to position them and we can help you with that set up two hours prior to your event.
- Lay out a prize list with a simple agenda at each table to get people excited to win and over to the auction table.
- A greeter is helpful to direct folks to the customer service desk to get checked in, assigned to their lane, and get their bowling shoes. Sometimes the generally charismatic MC will fill this role.
- Asking for additional donations by taking out an offering bucket that is decorated cute onto the lanes can be a fundraising hit! An MC is usually comfortable with this. Add a VENMO or Paypal QR code to the bucket or hand out a donation card.
- Participants will go to their lanes and bowl! Your MC should arrive 30 minutes early to get equipped with a microphone and the PA set up before the rush of participants.

Open your Auction sometime before the event so that people can mingle with it as they are arriving with a clear indicator of when the auction will close.

Close auction and award prizes. Some people may leave before all bowlers have finished, so have a plan for winners who have left retrieving prizes or be clear if you will require that they stay to collect their prize.

Prize List & Event Program Example



TOURNEY PRIZES

- 1ST HILTON WAIKOLOA RESORT ONE NIGHT STAY & SANSEI GIFT CERTIFICATE
- 2ND BODY GLOVE CRUISER FOR TWO
- 3RD ROYAL KONA RESORT ONE NIGHT STAY & KRUA THAI CUISINE GIFT CERTIFICATE
- 4TH ICICLES GIFT CERTIFICATE
- 5TH OSHIMA SURF & SKATE GIFT CERTIFICATE
- 6TH 101 SALON HAIR CUT GIFT CERTIFICATE
- 7TH BUBBA GUMPS GIFT CERTIFICATE
- 8TH JACKS DIVING LOCKER GIFT CERTIFICATE
- 9TH BUNS IN THE SUN GIFT CERTIFICATE
- 10TH DA POKE SHACK GIFT CERTIFICATE

LUCKY STRIKES CONTEST (ANYONE CAN PLAY)
EACH STRIKE YOU GET ENTERS YOU TO WIN MAKALEI GOLF FOR TWO, BIG ISLAND CANDIES, BUBBA GUMPS GIFT CERTIFICATE AND AN OCEAN SPORTS CRUISE FOR TWO. SUGGESTED DONATION: \$1 A ROLL.

SILENT AUCTION

- ROYAL KONA ONE NIGHT STAY
- SUNDOWNER KONA SPORTFISHING CHARTER
- BUBBA GUMP GIFT CERTIFICATE
- ICICLES PRODUCT BAG
- OUTBACK STEAKHOUSE GIFT CERTIFICATE
- JACK'S DIVING LOCKER GIFT CERTIFICATE
- KRUA THAI GIFT CERTIFICATES
- DA POKE SHACK GIFT CERTIFICATES
- OSHIMA SURF & SKATE GIFT CERTIFICATE
- BUNS IN THE SUN GIFT CERTIFICATE



FIRST CUP OF COFFEE

- 9:00 AM
- 9 PIN-NO TAP TOURNAMENT REGISTRATION & BUTTON PURCHASE
- Kona Coffee Cultural Festival buttons support the festival and are required. Get yours for \$3 at the front desk.

SECOND CUP OF COFFEE

- 9:30 AM
- LUCKY STRIKES CONTEST**
- Anyone can play! Each strike you get enters you to win Makalei golf for two, Big Island Candies, Bubba Gumps gift certificate and an Ocean Sports Cruise for two. \$1 suggested donation.
- 10:00 AM
- BOWLER WARM UP
- 10:15 AM
- TOURNAMENT START
- All proceeds from The KBXtreme Kona Coffee Tournament go to the Miss Kona Coffee Scholarship fund, supporting educational pursuits and opportunities to represent Kona Coffee internationally.

LAST CUP OF COFFEE

- UPON COMPLETION OF BOWLING:
- PHOTOS WITH MISS KONA COFFEE & MISS ALOHA
- SILENT AUCTION WINNERS ANNOUNCED
- TOURNEY WINNERS ANNOUNCED
- LUCKY STRIKES WINNER ANNOUNCED

Coffee available for purchase @



TOURNEY PRIZES

- 1ST HILTON WAIKOLOA RESORT ONE NIGHT STAY & SANSEI GIFT CERTIFICATE
- 2ND BODY GLOVE CRUISER FOR TWO
- 3RD ROYAL KONA RESORT ONE NIGHT STAY & KRUA THAI CUISINE GIFT CERTIFICATE
- 4TH ICICLES GIFT CERTIFICATE
- 5TH OSHIMA SURF & SKATE GIFT CERTIFICATE
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- 9TH BUNS IN THE SUN GIFT CERTIFICATE
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SILENT AUCTION PRIZES

- ROYAL KONA ONE NIGHT STAY
- SUNDOWNER KONA SPORTFISHING CHARTER
- BUBBA GUMP GIFT CERTIFICATE
- ICICLES PRODUCT BAG
- JACK'S DIVING LOCKER GIFT CERTIFICATE
- KRUA THAI GIFT CERTIFICATES
- DA POKE SHACK GIFT CERTIFICATES
- OSHIMA SURF & SKATE GIFT CERTIFICATE
- BUNS IN THE SUN GIFT CERTIFICATE

After the Event

- Set up your next date while people are feeling the joy!
- An annual date or save-the-date helps people plan. These events have lots of repeat supporters.
- Send "Thank You" emails or messages.



Ways to Raise Even More

T-SHIRTS:

Some events like to include event Tee shirts. To keep waste down, you can offer a tee as an upgrade for whole team fundraising goals met, high donors, a sponsor package or some other milestone. Canva offers a platform where you can custom design your shirt and have it shipped and delivered in exact sizes within a short turnaround for \$20 per shirt.

<https://www.canva.com/t-shirts/>

BUILD YOUR DONOR DATABASE:

Set up a way to gather people's email addresses for developing long lasting donor relationships.

ASK FOR A MONTHLY GIFT COMMITMENT:

Monthly gifts sustain organizations and there are now a variety of free ways to set-up and operate using online services. People will be feeling it at your event, so set up a monthly gift commitment form and have your MC promote singing up.

SHARE YOUR WISH LIST:

Ask for in-kind donations by organizing a drive or wish list to promote at the event.

ADD A SKILLS GAME:

Earn an extra \$500-\$750 with a LUCKY STRIKE lane. This is a lane where bowlers pay a donation of \$2-\$5 to take their chance at a bowling strike earning them a large prize. Tier the pricing to encourage people to spend more. For example, one roll for \$5 and 3 rolls for \$10. Have the MC hype this event and have Lucky strike signage. I also added the instructions to the program and flyer. This is something bowlers wander over to when it is not their turn, during a break or after the bowling game to have some fun with. You could also make this an opening or closing event. If the MC does this, they can hype people to compete and really add some fun and competition to it. Everyone has fun and you can earn hundreds in a short amount of time. Set up a bucket to collect the entries and cash for change. People tend to purchase large numbers of these, such as \$10, \$20 or \$50 to roll the amount of times indicated and hand you cash. Pick a prize that people really want, but that is around \$500-\$750 in value. We have seen a hotel stay, fishing charter, or fancy dinner do well as a prize here.

HOLD A DONATION DRIVE:

You are also welcome to set up a small donation center at KBXtreme in the weeks leading up to your event for our customers, employees and regular bowlers to get involved! You will need an attractive box to receive items and a sign of banner with your tournament flyer as well as instructions on what donations you are collecting at the box and a link for financial contributions. We welcome thousands of guests each week and cannot guarantee the security of the box on display, however we have never had any incidents.

SELL SPONSORSHIPS DURING PRIZE SOLICITATION:

Include a cash and/or prize sponsorship option. For example, aligned pet professionals on the island might get invited to have placement in the program for a pet rescue organization. Sponsorship might include media post shout outs, logo inclusion on the flyer or your website in exchange for a prize valued at X amount of dollars or more. You can also ask sponsors to repost your event to their social media audiences. You can make levels or tiers that work for your group. For example, title sponsor might offer \$2,000 in cash and prizes to your organization or event. Some organizations wait until their second year to take this on, but it can bring in hundreds to thousands in additional revenue.

- **Tournament Title Sponsor: \$2,000**

Name, business, or logo on all digital and print promotions

- **Tournament Lane Sponsor: \$1,000**

Name, business, or logo on Lanes at event

- **Event Supporter: \$500**

Name, business, or logo on wrap up announcements

Make sure to add a deadline for inclusion of materials, or you will be last minute trying to scramble. I suggest two weeks before the event.

AUCTION BAKED GOODS:

One organization does a cupcake raffle where volunteers bring cupcakes to sell to participants. Cake is our only “no food or drinks” exception, so this is allowed and can bump up your bottom line.

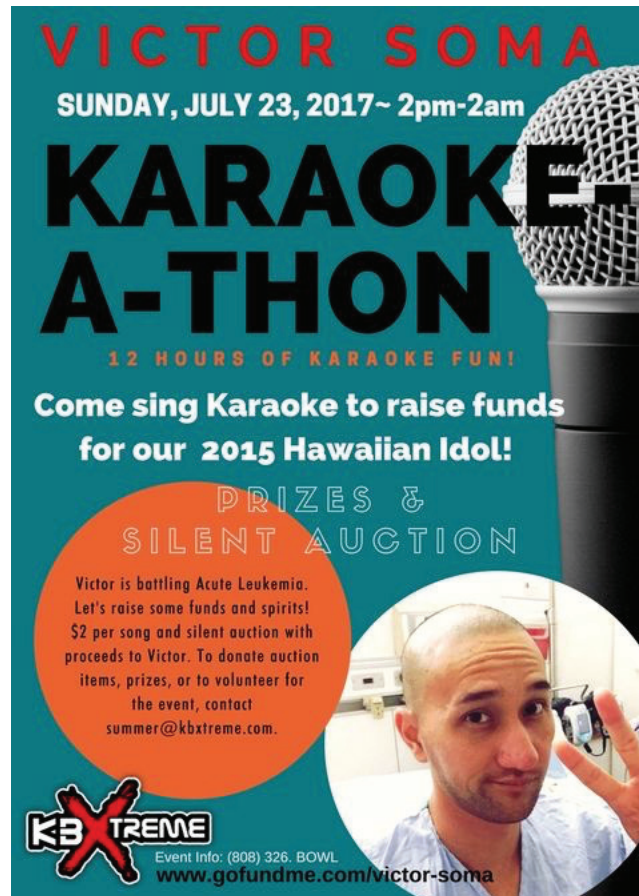
Sell Arcade Playcards - Some organizations take advantage of selling items such as playcards from KBXtreme at bulk prices and pocket the profits.

Add a VIP Package - Some profitable events have included a pupu platter or pizza per lane or a bottle of wine or drink tickets in the price in order to charge much more in total for team registration and increase their margin.

14 You can think of this as a VIP package or upgrade it in some way, or include it in the overall price for all participants.

ADD A KARAOKE-A-THON:

A Karaoke Add-On is a great way to increase revenue if you have the volunteers to manage it and you expect a large crowd at your event.



KBXTREME COMPLIMENTARY EVENT SUPPORT:

Prize donation, Flyer printing for 500, digital graphic design for registration and event, online lane purchase, templates for auction forms, signs, donation letter, etc for KBXtreme fundraisers. Please plan for one week turnarounds for marketing support requests.

