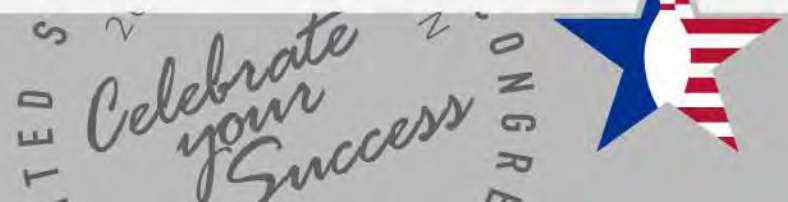




Why are we doing this?

- A Future for the Sport is the answer to every question someone can ask about why join USBC?
- Communicating “our message” to the market
 - Doesn’t let others dictate what the message will be

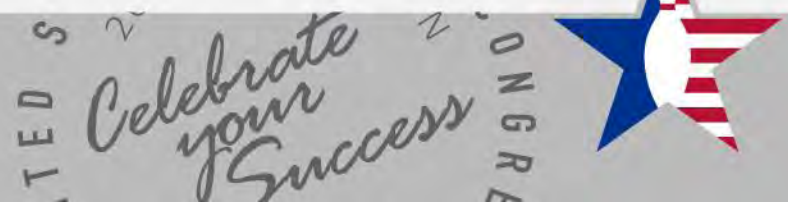




A **Future** FOR
THE **Sport**

Five Pillars of Focus

- Youth Development
- Championship Tournaments
- Technology
- Marketing
- Membership Value



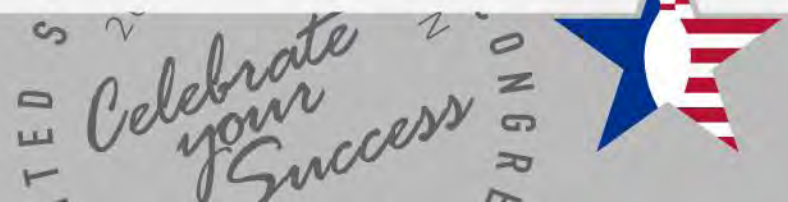


A **Future** FOR
THE **Sport**

Five Pillars of Focus

Here's what's coming up...

- Videos
- SlideShare
- Insider Extra
- Integrated marketing and communication





A **Future** FOR
THE **Sport**

Together We Can.....

- Share on Facebook
- Websites
- Bowling center score monitors
- Banners/Posters at your events



Over **\$6 million in scholarships**
earned annually by youth bowlers



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UNITED STATES
Celebrate your Success
CONGRESS



250 COLLEGES

HAVE BOWLING TEAMS COMPETING
IN USBC COLLEGIATE TOURNAMENTS



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500 HOURS

OF LIVE STREAMING FOR BOWLING FANS THE WORLD OVER

BOWL TV

A Future FOR THE Sport

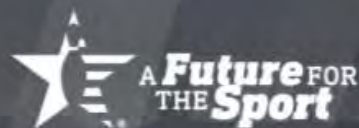


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REACHING OVER
250,000
BOWLING FANS 
THROUGH SOCIAL MEDIA 



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25K

STATE & LOCAL ASSOCIATION VOLUNTEERS

SERVICING THE SPORT
ACROSS THE UNITED STATES



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1895 - 1916 - 2005 - 2015

ABC FOUNDED

WIBC FOUNDED

CREATION OF USBC

10TH ANNIVERSARY

120 YEARS OF BOWLING



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USBC
REGISTERED VOLUNTEER

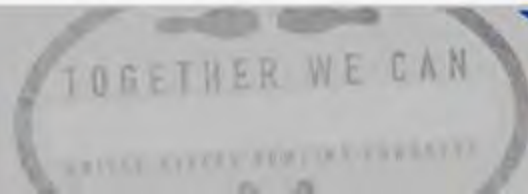
ENSURING THE SAFETY OF YOUTH BOWLERS

The Registered Volunteer Program

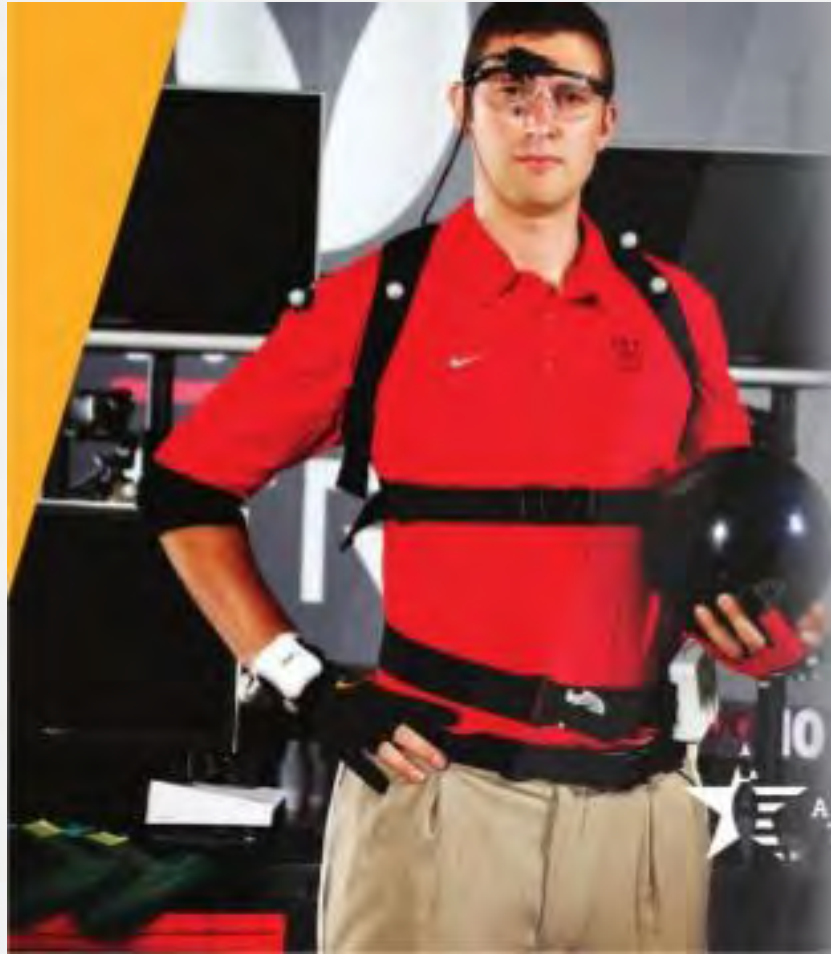
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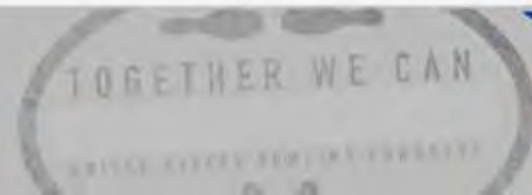


Using technology to
develop cutting edge
coaching & training
techniques

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THE Sport**

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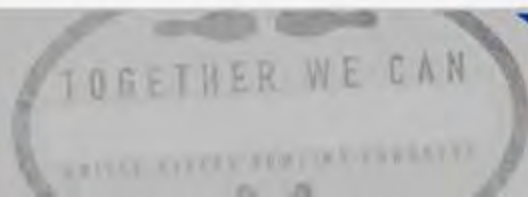
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**RECORDING
AVERAGES & SCORES
FOR 55K
CERTIFIED LEAGUES
ANNUALLY**



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CELEBRATING

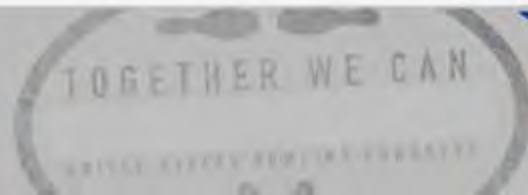
ACHIEVEMENT & SERVICE

THROUGH USBC STATE & LOCAL HALLS OF FAME



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Membership preserves the past,
and **protects the future**

USBC

A Future FOR THE Sport

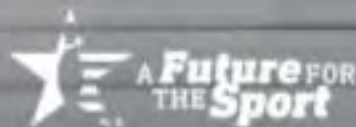
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10K TOURNAMENTS CERTIFIED ANNUALLY



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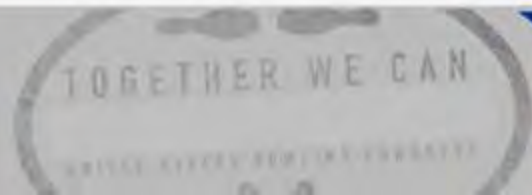


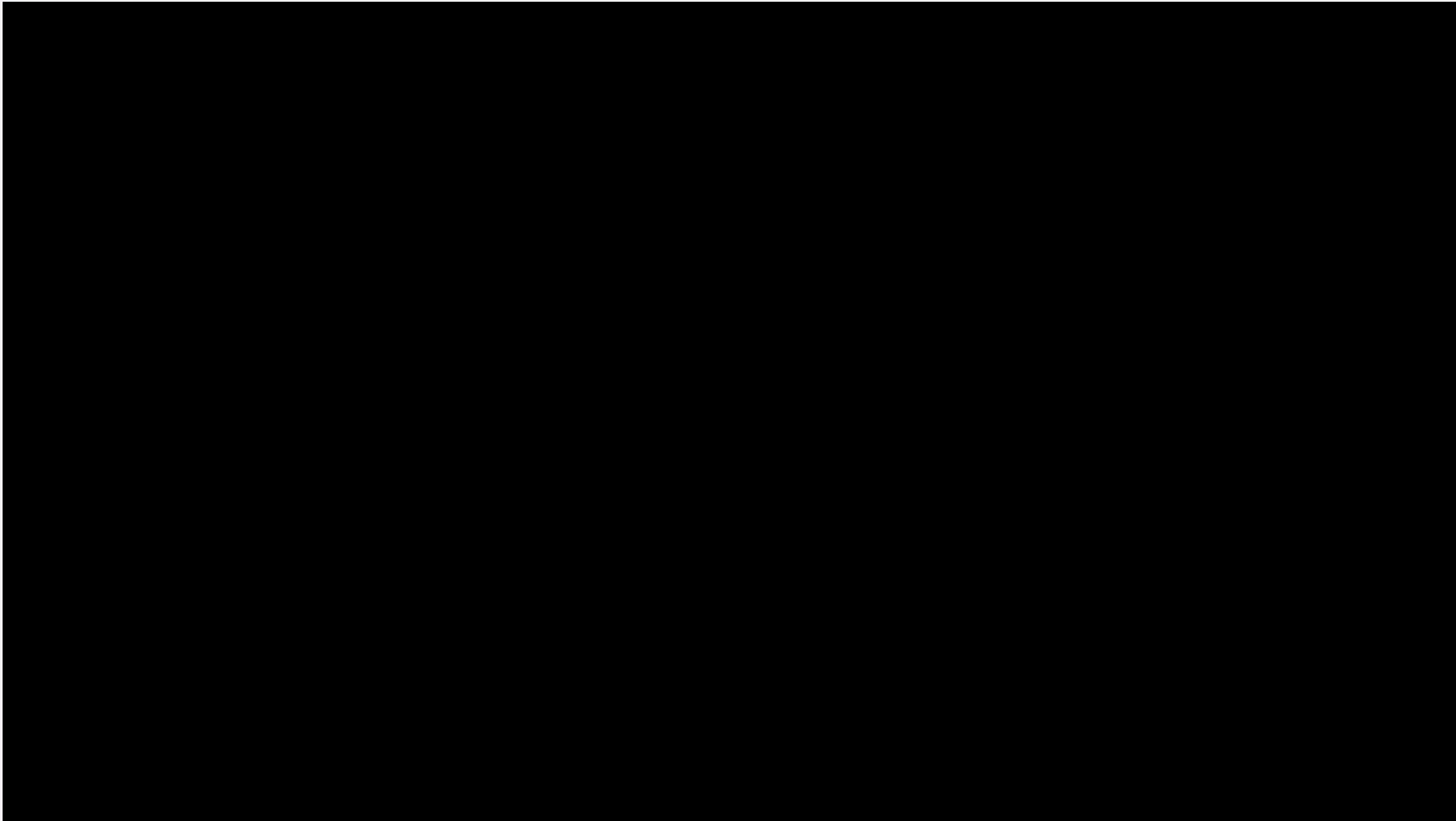
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Thank You!

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