

FINDING A SPONSOR FOR YOUR NSL Wii BOWLING TEAMS

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ASK AND YOU SHALL RECEIVE

Coaches often ask me about finding a sponsor for their NSL Wii Bowling Team(s) Wii Bowling in the National Senior League (NSL). Great opportunities exist for communities to find sponsors and fund NSL competition. Most businesses near senior communities and senior centers would be more than happy to sponsor a Wii bowling program especially if there is national competition involved. **SOMEONE JUST NEEDS TO DO THE ASKING!**

WHO ASKS

The person in charge of the community (Executive Director) or the marketing director, the activity or program director, or the Wii bowlers themselves. The best of the bunch and those who would have the most success would be the Wii bowlers themselves – those who bowl in the NSL.

WHO DO YOU ASK

Any small business in the area especially those whose business is supported by residents of your community – grocery store, pizza place, sandwich shop, 7-11, hospital; or a vendor who supplies goods and services to your community – food service, bank; or sons or daughters of members of your bowling team.

WHY WOULD SOMEONE WANT TO SPONSOR YOUR Wii BOWLING TEAM(S)

- (1) It's a 'feel good' thing to sponsor seniors Wii bowling in competition especially on a national scale
- (2) It can provide a public relations opportunity for a sponsor by having an article written (with a photo) for the local newspaper or having the local television station do a feature on your team
- (3) It can provide sponsor employees an opportunity to interact with friends in your community

HOW DOES A COMPANY BENEFIT FROM SPONSORING YOUR TEAM

- (1) Provide them with a photo of your team, hopefully with someone from the sponsoring company in it
- (2) invite the sponsoring company to enjoy a friendly Wii bowling match with your team
- (3) invite them to your end Wii bowling party and allow them to pass out the awards;
- (4) encourage your residence to patronize their business
- (5) put their corporate name or logo on your bowling shirts

HOW MUCH MONEY DO YOU ASK FOR

You can ask for the entry fee - \$300 for two NSL seasons or you can ask for the entry fee and the cost to supply the bowling shirts – add \$15 per shirt per person;

TAKE ADVANTAGE OF COMPETING IN THE NSL – A NATIONAL SENIOR Wii BOWLING LEAGUE

It surprises me that communities don't take advantage of playing in the NSL. Local newspapers and websites are always looking for stories. THERE IS NO BETTER STORY THAN SENIORS PLAYING IN AN INTERNET NATIONAL SENIOR Wii BOWLING LEAGUE. Have your public relations department write an article featuring your team or an individual Wii bowler and submit it the local paper. BE SURE TO MENTION THE NSL – NATIONAL SENIOR LEAGUE.

It surprises me that communities don't use playing in the NSL in their marketing materials. Everyone likes to talk about the great programs their community has. Nothing is better than providing seniors with the opportunity to compete in a national championship against 100 + other communities, 300 + teams and over 1,700 senior Wii bowlers. It's an awesome story. Your marketing department needs to be kept abreast of what your senior Wii bowlers are doing.

Help us market the NSL by letting your friends and peers in the senior industry know about the NSL.

LIKE US ON FACEBOOK

Go to the NSL website, www.nslgames.com, and click on the Facebook tab. HAVE YOUR Wii BOWLERS write a comment about the NSL.

