

Bowl for the Cure® Event Checklist

☐ Meet with Local Susan G. Komen for the Cure Affiliate

- For local Komen Affiliate contact information call the Affiliate Hotline at (888) 782-7607 or visit www.komen.org.

☐ Form a Bowl for the Cure® Team

- Select a team leader
- Put together a team of people interested in the cause

☐ Identify Potential Dates, Hours for Event

- Plan at least three months in advance
- Hold event during the day, preferably a weekend
- Event can be held on consecutive days or weekends

☐ Contact Bowling Center(s)

- Approach bowling center(s) that may be interested in holding the event
- Ask bowling center(s) to donate or at least reduce lineage fees
- Ask bowling center(s) if they can offer free shoe rental
- Share the benefits of having a Bowl for the Cure® event in their center(s):
 - Free advertising for the center
 - Will generate additional restaurant and bar traffic
 - Potential for future customers

☐ Create a FUN Bowling Event!

- Select a standard bowling format or mix it up with other fun bowling formats
- Provide participants with a commemorative gift, such as a T-shirt
- Identify ancillary activities, such as (ask local business for donations):
 - Silent or live auctions
 - Merchandise sales
 - Door prizes
 - Awards for top fundraisers
 - Prizes for various bowling related achievements:
 - Pink headpin
 - Anniversary ideas (see Event Ideas)
 - Opening & closing ceremonies:
 - Recognize
 - Breast cancer survivors and co-survivors
 - Honor the memory of those who lost their battle with breast cancer
 - Sponsors
 - Bowling center proprietor and staff
 - Celebrities
 - Volunteers
 - Participants

Determine Event Entry Fee

- How much will be charged to bowl in the event?
- Will there be a prize fund?
- Overall program expenses will not exceed 20% of total revenue generated. Net proceeds will be donated to Bowl for the Cure[®]
- Provide participants with pledge sheets to collect pledges in advance of the event
- Recommend each bowler collect a minimum of \$_____ in pledges

Submit Bowl for the Cure[®] Event Registration Form

- Send Event Registration information in early to have your event placed on the online Bowl for the Cure[®] Events Calendar

Team Assignments

Some projects that may require specific assignments:

- Registration process
 - Mailings (entries and pledge forms)
 - Collect registrations
 - Lane assignments
 - Onsite registration of bowlers
- Design forms & promotional materials
 - Posters
 - Program for event
- Awards for top fundraisers
- Door prizes
- Decorations
- Sponsors
- Media
 - Distribute press releases
 - Local celebrities and professional bowlers
 - TV, radio and print media
- Opening & closing ceremonies
- Music or entertainment
 - A disc jockey, or local radio station
- Refreshments
- Commemorative gift for participants
- Breast health information & education
- Merchandise sales
- Auction/raffle

Celebrate and Evaluate Event

- Schedule a celebration to recognize and thank event volunteers
- Evaluate results of the event and document improvements for next year

Submit Bowl for the Cure[®] Event Report

- Send event report with check to USBC within 30 days of your event