

10 WAYS TO GENERATE MORE REVENUE IN YOUR CENTER

The centers pulling ahead aren't simply adding more lanes or attractions. They're finding new ways to monetize the audiences they already have through experiences, events, sponsorships, personalization, and community engagement.

1 SELL OUTSIDE ADVERTISING ACROSS YOUR DIGITAL SCREENS

Your center attracts a valuable audience of families, league bowlers, corporate groups, and community members. Local businesses are constantly looking for ways to reach engaged consumers, and your digital displays represent premium advertising real estate.

Operator Insight

Scoring monitors, overhead displays, LED walls, scrolling messages, and digital signage can all become revenue-generating assets. Create advertising packages for local restaurants, automotive businesses, schools, healthcare providers, real estate agencies, and community organizations looking for visibility.

Advertisers can include a promotional code to easily track the results. Another win-win scenario is to include a cross promotion to introduce the advertiser's customers to your center.

Revenue Opportunity:

Generate recurring income while increasing the value of existing technology investments. Neoverse unlocks the power of larger-than-life digital advertising, helping your center generate new revenue streams that can offset the cost of the technology and continue delivering value for years to come



2 TURN FUNDRAISERS INTO A COMPETITIVE ADVANTAGE

Schools, nonprofits, booster clubs, and charitable organizations are constantly looking for ways to raise more money. Helping them generate additional sponsor revenue can make your center stand out from competing venues.

Operator Insight

Allow fundraising groups to sell sponsor advertising displayed throughout the event. Sponsors can receive exposure through scoring monitors, Neoverse LED wall, welcome screens, scrolling messages, and event recognition content.

This creates a win-win scenario:

- Sponsors receive meaningful visibility.
- Fundraising organizations raise more money.
- Your center becomes the preferred fundraising venue.

Revenue Opportunity:

Successful fundraisers often become annual events. More fundraisers mean more bookings, more food and beverage sales, and more recurring revenue.

3 WIN MORE LEAGUES WITH SPONSOR ADVERTISING

League organizers are always looking for sponsors to help fund prize money, end-of-season awards, championship events, and member experiences.

Operator Insight

Offer leagues the ability to sell sponsorship packages that include digital advertising throughout the center. Sponsors gain ongoing visibility to a loyal audience through scoring monitors, league recognition screens, scrolling messages, and digital displays.

For sponsors, this provides far greater exposure than a logo on a flyer. For league organizers, it creates additional funding opportunities.



Revenue Opportunity:

Stronger league programs attract more bowlers, improve retention, and help increase recurring weekly revenue throughout the year. The more leagues, the more revenue. Digital advertising in return for league sponsorship is a competitive advantage that will have your center at capacity in a matter of no time.

4 OFFER ON-LANE FOOD & BEVERAGE ORDERING

Guests spend more when purchasing is convenient. Unfortunately, many opportunities are lost when customers don't want to leave their lane to place an order.

Operator Insight

Make ordering food and beverage as effortless as possible. Guests who remain engaged in the experience are more likely to order appetizers, desserts, beverages, and additional rounds throughout their visit.

Removing friction from the buying process often leads to higher participation and better guest satisfaction. With BES NV feature Square, bowlers can scan a QR code, taking them to an online menu, to conveniently place food and beverage orders.

Revenue Opportunity:

Convenience-driven purchases can significantly increase per-cap spending without requiring additional marketing.



5 MAKE EXTENDING THE SESSION EFFORTLESS

One of the easiest sales opportunities is a guest who is already having a great time.

Operator Insight

Encourage guests to extend their play before their session ends. Well-timed prompts and easy upgrade options can help capture impulse purchases while guests are already engaged and enjoying themselves.

Even small extensions can drive additional spending across bowling, food, beverage, arcade, and attraction revenue.



Revenue Opportunity:

Extending existing visits is often easier and more cost-effective than acquiring new guests. BES NV delivers uninterrupted gameplay experience by allowing guests to extend their play right from the lane

6 BECOME AN ENTERTAINMENT DESTINATION FOR WATCH PARTIES AND THEMED EVENTS

Consumers increasingly spend money on experiences they can't replicate at home. Successful operators create reasons for guests to visit beyond bowling alone.

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Large-format LED walls and immersive entertainment environments can transform your center into a completely different experience.

One weekend, your center becomes a football stadium for the big game.

The next, it's a concert venue, esports arena, championship watch party destination, holiday celebration, movie night experience, or themed entertainment event.

Take immersion further with:

- Themed food and beverage menus
- Team jerseys and fan gear
- Costume contests
- Event-specific prizes
- Coordinated décor and lighting
- Interactive games and activities

Revenue Opportunity:

Themed events can drive traffic during slower periods while helping position your center as a community entertainment destination.

7 LET THE EXPERIENCE BECOME YOUR MARKETING DEPARTMENT

Why It Matters

The best advertising doesn't come from businesses. It comes from guests sharing experiences with friends, family, and social networks.

63% of consumers would rather talk about something they did than something they bought. According to Barclays' Experience Economy research, memorable experiences increasingly hold more value than material purchases.

Operator Insight

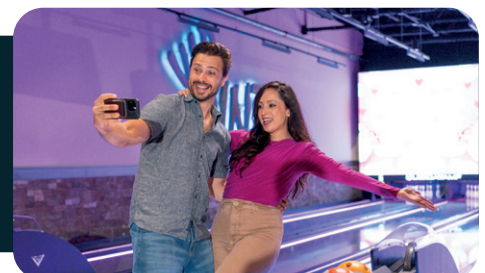
Create moments guests want to share.

Personalized score recaps, celebration moments, group photos, achievements, immersive experiences, and personalized content can all extend your marketing reach long after guests leave the center.

The goal isn't simply generating social media posts. It's creating experiences memorable enough that people naturally want to talk about them.

Revenue Opportunity:

Every shared experience creates awareness that can influence future visits, event bookings, and word-of-mouth referrals.



8 HOST SIGNATURE CENTER-WIDE EVENTS

Exclusive events allow you to package your entire facility into a premium entertainment experience.

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Think beyond New Year's Eve and create a year-round event calendar featuring:

- Back-to-School Bash
- Family-Friendly Halloween Celebrations
- Summer Kick-Off Parties
- Winter Break Events
- Community Appreciation Nights
- School Spirit Events
- Health Fairs

Create additional revenue streams through:

- Event specific food and beverage items
- Unique packaging for food and beverage items, for example the novelty popcorn bucket currently trending that also serves as a collectible keepsake and constant reminder of the fun.
- Limited-edition branded merchandise or swag
- Commemorative swag
- Premium event upgrades. VIP treatment.

Don't forget to include bounce-back offers or return visit incentives that encourage repeat visits after the event concludes.



Revenue Opportunity:

Signature events drive attendance, expose guests to the venue that might otherwise not visit, create excitement, generate merchandise sales, and encourage repeat business.

9 DEVELOP CORPORATE EVENTS EMPLOYEES ACTUALLY REMEMBER

Companies are looking for experiences that improve engagement, strengthen relationships, and create positive culture-building moments.

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Leverage technology to personalize every aspect of the event with:

- Company logos
- Corporate colors
- Personalized welcome message
- Employee recognition
- Team photos
- Guest-of-honor features

Go beyond traditional bowling with new ways to play that encourage teamwork, participation, and camaraderie. The most successful corporate events create opportunities for employees to laugh together, compete together, and connect outside the workplace.

Sometimes that means finally giving employees a chance to “beat the boss” in a fun, lighthearted environment without consequences.

Revenue Opportunity:

Corporate groups often generate higher per-cap spending and frequently become repeat customers.



10 CREATE UNFORGETTABLE CELEBRATION EXPERIENCES

Celebrations are emotional purchases. Guests aren't simply buying entertainment. They're creating memories. Modern guests want more than a standard event. They are searching for personalized, memorable experiences that help them celebrate milestones in meaningful ways. By focusing on customization and unique touches, venues can create moments guests are eager to share, remember, and return for.

Operator Insight

Expand beyond birthday parties and develop packages for:

- Gender reveal celebrations
- Engagement announcements
- Bachelor parties
- Bachelorette celebrations
- Graduation events
- Retirement celebrations
- Marriage proposals

Immersive environments can transform ordinary celebrations into once-in-a-lifetime experiences that guests talk about for years.

Revenue Opportunity:

Personalized celebrations command premium pricing, generate referrals, and create powerful word-of-mouth marketing.

THE MOST SUCCESSFUL CENTERS AREN'T SIMPLY SELLING GAMES. THEY'RE SELLING EXPERIENCES.

Whether it's sponsorships, fundraisers, leagues, immersive watch parties, corporate outings, or unforgettable celebrations, every center has opportunities to generate additional revenue by creating moments guests can't wait to share.

As consumer spending continues to shift toward experiences, operators who focus on engagement, personalization, and immersion will be best positioned to capture their share of the growing experience economy.

The QubicaAMF EduSeries Encore is a proprietor education resource. To explore how modern on-lane entertainment technology addresses each of the friction points above, book a personalized demo or explore the full EduSeries + Encore library.