



Heading to the Finish Line | Reopening Marketing Kit



We are rounding the corner and heading to the finish line. Woohoo! Bowling is almost back. In fact, in some locations, it is already back!

As we have said from the beginning of this devastating pandemic, we are in this together and together we will get through this. We have learned, we have grown and we have become a more loving and caring society. It has humbled us, made us more appreciative and more kind.

QubicaAMF continues their commitment to assist you and walk with you through this journey. Our work isn't done, in fact, it is just getting started. As centers all over the globe have started to transition to reopen, we have some new resources to simplify the process.

REOPENING KIT

As you prepare to reopen, we have created a free, digital Marketing Kit for you to utilize to welcome your customers back to your center and remind them of the changes you have made for their safety and well-being. The kit is complete with social media posts, in-center monitor ads, email templates, outdoor signage, labels, checklists, Operational Considerations and more! The message being conveyed to your customers is designed to build confidence, reinforce cleanliness and your dedication to their safety.

CONTENTS:

Operational Considerations for Venue Reopening is a collection of best practices to consider from experts within the industry in areas that need addressing in preparation for reopening. These areas include:

- Daily Cleaning Procedures and Facility Sanitization
- Employee Areas and Work Practices for Employees
- Social Distancing Considerations
- Servicing Guests

In-Center Monitor Ads to show your dedication to safety.

- Fun Can't Wait! Thank You For Your Business #SupportBowling #SupportLocal
- Please Keep a Safe Distance
- Life is Better With Clean Hands. Wash Hands Frequently.
- Be Wise, Sanitize
- Cover Coughs and Sneezes
- Avoid Touching Face

- Face Covering Recommended
- Virtual High Fives Only
- We are Practicing Social Distancing. This Lane is Currently Not Available

Outdoor Signage designed to be used as window clings, flags or signs.

- Welcome Back to Bowling. High Cleanliness Commitment. Fun Guaranteed.
- Clean Entertainment Environment: Approved
- 100% Committed to your Safety

Social Media Static Ads building confidence for guests to return. These also make great emails. Simply pop in the image, add your text and hit send.

- Coming Soon...Good. Clean. Fun. (for those who haven't opened the doors yet)
- Fun Can't Wait! You Don't Have To Either. Welcome Back To Bowling!
- Our Guests Are Our #1 Priority. We're Working
- Now Taking Reservations! Welcome Back To Bowling! #SupportBowling #SupportLocal
- Committed To Clean. New Cleaning Procedures Are Being Used In Our Center.
- Welcome Back To Bowling! Good, Clean Fun Guaranteed!

Email header/template that can be customized with your personal message.

- Welcome Back To Bowling! Good, Clean Fun Guaranteed!

Signage and labels files were designed to allow for printing in center or they can be sent to your preferred printer to be printed in bulk. Files include stickers in various sizes and table tents.

- Seal of Cleanliness
 - Date
 - Time
 - Initials
- Equipment Not in Use

Checklists and Templates

- Selection of checklists or customize your own
- Letterhead courtesy card to capture pertinent customer information

Additional items will be available soon. Visit the [QubicaAMF COVID-19 Resources](#) page frequently to be the first to discover the new items.

If you haven't already downloaded your [REOPENING MARKETING KIT](#), do it today and start planning your strategy. In upcoming BES Xtras posts, we will share tips, ideas and best practices to assist you in getting the most out of your kit. If you have already started utilizing the kit, we would love to hear YOUR best practices and what pieces you have used and how.

OTHER RESOURCES

[Reopening Technical Support](#)

[Reopening Checklist](#)

[Beyond the Frame Facebook Group](#)