

One minute promotional idea: Mystery Shamrock Game

Here is a St. Patrick's Day twist on a fun floor game, from Chris Griffith, Skate Station of Sumter, S.C.

Buy little shamrock stickers smaller than a dime or so. Number them 1-? (however many you want to hide; 50 works well) with a pen or marker. They are numbered so you will know when they have all been found, or at least most of them, and how many are still undiscovered - not all stickers get found. Limit findings to one shamrock per person.

Hide (stick) the shamrocks before a

session or school party, with nobody even aware that you are going to have them hidden. Be very creative with where you hide them. Try under tables, in bathroom stalls, under the toilet paper dispensers and so on. I have even stuck them to the bottom of my shoes!

Make half of them easy to find and half harder. Don't advertise how the game will be played or your school party will search them all out. This adds to the mystery. You can build suspense as fewer shamrocks remain to be found. Play "hot and cold" over the microphone to

work up your kids.

As the shamrocks are found, have a staff member log it on an inventory sheet matching the found shamrock to a person. Then capture your contestants info (creating your customer database) as they turn the shamrock in to someone, such as your staff shop person. Have that person re-stick the shamrock to their entry form. Then have a drawing to select your winner.

Give away one or several

prizes. Things that keep your customers interested in their hobby (skating) or habit seem to be the most beneficial: bootcovers, laces, crazy nuts, pom poms.

Once again, limit found shamrocks to one per person. That way you can have control over the odds of winning AND collect more skater data.

My website coupon has a "second" entry form for those who want to participate and either don't find a shamrock or don't want to. So actually, everyone can have a chance (or two) at the grand prize, not just the lucky people.

Year 'round bonus idea: This game can also utilize neon-colored garage sale price stickers.



SUPPLIER NEWS

U-Profit Business Success '09, Las Vegas, NV May 12-13, 2009

The recession and economy got you worried? Look toward the future; see the things as they can be not what they are today.

Bill Carlson's U-Profit Business Success '09 Educational Series is scheduled for May 12-13, 2009, in Las Vegas, NV. The event is open to 100 roller skating and family fun center owners, operators and managers wanting to improve their businesses.

If you can only attend one event this year, you absolutely cannot afford to miss U-Profit. The program will give you new ideas and ways to look at your business, helping you build guest relationships, create memorable experiences, having more fun and increasing profits.

The business education and workshop format is presented by exceptional instructors dedicated to help you grow your business. You will learn new strategies and take advantage of the networking opportunities during the two day program.

Hassan Sharifi, owner of *The Golden Skate*, he commented, "U-Profit brings together an extraordinary group of people involved in the roller skating and family fun center business from all over the country. You can see them soaking the information in and others churning it in their heads to produce a new reality."

Seminar topics includes: Recession, economic solutions; It's not just a party, it's a memory; Fantastic after school profit opportunities; Packaging parties consumers will buy, maximize what you get; The dynamics of budgeting and financial responsibility; Theft, you have it but do you know it?; Why is bowling so hot? Modernize and change your thinking; Improve your profit potential; Powerful internet marketing and the future of the industry; U-Profit Connect 2009;

You can get additional information and register online at www.bill-carlson.net or contact: Bill Carlson at 714.504.7742 or bill@bill-carlson.net

Great Addition To:
 FEC
 Skating Rinks
 Bowling Allies
 Sports Complex
 Youth Rec. Center

Call today for a free DVD brochure

PLAYSMART
 The World's Best Soft Playgrounds

- Patented Soft Play Design
- Age Limit 2-102
- No Weight Limit
- Home of the "One More Time Slide"

800-940-PLAY • 217-221-4031 • www.playsmart.com