

Association Outreach

Our new Association Outreach section highlights organizations in the roller skating industry. If your organization has events or opportunities to share with Rinkside readers, please contact us at: rinkeditor@cinci.rr.com.

KidsSkateFree gets kids into rinks, helps skate centers build marketing

With 103 roller skating centers already participating in the program and more joining in, KidsSkateFree has rapidly become the single largest network of operators working together on a common marketing program. Nationwide, parents have already signed up an impressive 227,000 children since it's beginning in [WHAT YEAR???]. Open to all roller skating centers, KidsSkateFree is a valuable tool in marketing individual skating centers as well as roller skating as a whole.

The KidsSkateFree program is modeled after the "Kids Bowl Free" program but has evolved into much more. The concept is simple. Parents register their children at KidsSkateFree.com, provide some pertinent information, and select their preferred local participating skate center. Each week, parents will receive an email with a link to log in and print two free passes for each of their registered children. Participating centers have total control over the ages they will allow to participate and what session times the passes will be honored. In addition, skating center operators have access to a variety of printed and electronic resources for marketing the program and their center, including posters, postcards, tri-fold brochures, banners, and more.

Additional benefits include a new online magazine available only to KidsSkateFree registered families. Produced and published by The Rinkside, the magazine will feature a variety of articles and information that will be presented in an age-appropriate manner. Readers can expect to see not only various roller skating related features, but also healthy lifestyle topics and fun facts for kids.

As a marketing program, KidsSkateFree provides a wealth of valuable information to participating centers. When a parent registers their child(ren) for KSF, they provide names of children, their birthdates, parents' names, physical address, and email address. In doing so, they agree to receive communications from KSF and their local participating skate center. All information is secured and held in accordance with applicable state and federal laws and is never sold. Participating skate centers may then

access this information, specific to their center, and use it to market any of the other programs and services they offer. Special events, skating lessons, birthday parties, and more can all be marketed to an audience that may not have been readily available without the KidsSkateFree registration information.

KidsSkateFree is useful as a stand-alone program but is even more valuable as a tool in a skating center's overall marketing strategy. Armed with email addresses of parents, it suddenly becomes very easy to build an email marketing campaign or expand an existing one. When signing up for KSF, these parents ask to receive passes and other information and offers. By sending timely and useful information to these parents, participating centers can expand their reach



kidsskatefree.com

with minimal expense. The relationship with KSF registered parents and children can be further strengthened when their chosen skating center uses email to send them exclusive discounts and offers, or invitations to special private KidsSkateFree "members only" events.

At the core of the KidsSkateFree program is an emphasis on exercise and family fun. By encouraging parents to bring their children roller skating, KSF promotes a healthy and active lifestyle; one that can be enjoyed for a lifetime. What better way is there to spend quality family time in a fun environment? Not just for fun, roller skating has a host of known health benefits and can be helpful in fighting childhood obesity. With KidsSkateFree, there is more motivation than ever to put down the game remote, turn off the TV, leave the couch behind, and get moving at a local roller skating center.

For more information, go to www.kidsskatefree.com.

Roller Skating Association International boosts member benefits with new money-saving and business enhancement options

The Roller Skating Association International's (RSA) mission is to promote the success of members through education and advancing the roller skating business. In following with this mission, the RSA has increased member benefits by adding numerous brand new options to help member rinks save time and money, and spur new business within each rink. By utilizing these benefits, members will be able to better manage human resources issues, purchase deeply discounted products for their rinks, fly at cheaper rates to educational events, develop relationships with local summer camps (or start their own) to boost summer attendance, and much more. Just a few of the new benefits members will receive starting January 2014, include:

- **New Interactive Website** – Scheduled to go live within the first quarter of 2014, the RSA will unveil a brand new, interactive website complete with easy-to-manuever member login, updated rink locator for the public to find local rinks, accessible coach/judge search capabilities, blogs by industry leaders, updated industry news and information, and much, much more.

- **HR360** – A \$395 value per member, this new program gives members incredible access to more than 500 forms, detailed legal and health information and notifications, access to an expert team of attorneys and human resources professionals, step-by-step interactive guides on various employee management issues, and more, including a customizable employee handbook.

- **Office Depot RSA Store Purchasing Card** – The RSA has partnered with Office Depot to bring members a savings program that will give them up to 70 percent off MSLP on a core list of over 300 frequently ordered office, cleaning and break room supplies, a personalized list of up to an additional 20 items using the same steeply discounted pricing matrix as the core list. For items outside the core and custom tailored list, members will receive additional discounts up to five percent, free delivery on qualifying orders, free no obligation cost analysis.

- **Best Buy Discounts** – With a direct purchasing contact, the RSA Best Buy Business Account Manager will work with each and every member to focus on members' small business

needs to provide Best Buy's full product assortment with product specific pricing available.

- **American Camp Association** – A new partnership recently forged with the American Camp Association helps members to learn more about developing a local roller skating summer camp or partnering with local summer camps to host roller skating field trips. Members will receive a free, one-year mem-



bership to the American Camp Association complete with all its benefits.

- **Southwest Airlines** – The official airline of the 2014 RSA Convention and Trade Show, members of the RSA will receive a discount and bonus Rapid Reward points from Southwest Airlines through the RSA SWABIZ® account. Southwest Airlines is offering a five percent discount off Anytime & Business Select® fares and a two percent discount off select Wanna Get Away® fares for travel to and from the conference. Discounts are eligible for travel in/out of Las Vegas (LAS). Members should book their travel between September 15 and April 18 to take advantage of the discounted rates. (Discounts are available for travel April 30th through May 11th.)

- **When to Work** – When to Work is an online software solution that allows members to set up a calendar to schedule work days with employees at any time throughout the day. Members will receive a 10 percent discount on low subscription prices and 10 percent higher employee levels.

These benefits are just the beginning of new benefits for 2014 with even more to come. To register to become an RSA member, or for more details on these and other new benefits, contact Stacy Thomas, Director of Membership Services at membership@rollerskating.com or call 317-347-2626 Ext. 108.

RINKSIDER

Needs your feedback for our May/June issue!

Do you host interesting birthday, school or corporate parties?

Do you host adult skate opportunities?

Tell us your story: rinkeditor@cinci.rr.com