

planner profiles

bowling

in 2013 there are 17 bowling sponsors

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

Sponsor Since 1998



**1st
Game
FREE**

With No
Obligation

ST. CLAIR BOWL
5950 Old Collinsville Rd.
Fairview Hts.

618-632-2400

BEL-AIR BOWL
200 South Belt West
Belleville

618-233-1703

One Free Game Per Coupon.
1 Coupon Per Person Per Visit.
Expires 12/30/13

Sponsor Since 1997

**PIZZA
PINS &
POP &**



**1 Large 1 Item
Pizza
2 Hours
of Bowling**
including rental shoes
1 Pitcher of Pop

**Only
\$44.95**
reg. \$49.95

**REBMAN
RECREATION**
5300 Oberlin Ave.
282-6761 • rebmanrec.com
Good for up to 7 people. Valid 2013.

Sponsor Since 2009

FREE
First Game of Bowling
Good for up to 4 People on one lane
Valid until March 31, 2013

Tuttle's
eatbowplay
952-938-4090
www.tuttlesbowling.com
Not valid with other offers, specials, or group outings.

\$5.00 OFF
Purchase of \$25 or More
Not including sales tax. Limit 1 coupon per
person, per day. Valid until March 31, 2013

Tuttle's
eatbowplay
952-938-4090
www.tuttlesbowling.com
Not valid with other offers, specials, or group outings.

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Rebman Recreation	OHCOF	1997
St. Clair Bowl	MOROS	1998
Sheffield Lanes & Lounge	PADEB	2001
Kingpin Lanes	MOROS	2003
Trindle Bowling Center	PAWEA	2005
Bowler, Inc.	MDNEL	2006
Tuttles Bowling	MNDYN	2009
Rude's Lanes	WISTR	2010
Sparta Lanes	NJODO	2010
Empire Lanes	ONCIA	2011
Lincoln Lanes Family Fun Center	PAFIO	2012
Strikes Unlimited, Inc.	CALUN	2012
BrunswickZone	ILPOD	2013
Galaxy Lanes	MIMCI	2013
Holly Lanes	MIMCI	2013
Olivette Lanes	MOROS	2013
Royal Lanes	SCFER	2013
Strikes bowling	CACAR	2013

"For three years, we have had great success with the Town Planner coupons... The number of Town Planner coupons that are redeemed here far exceed our other couponing efforts with other sources..."

Robin Douglas
The Bowler Family Fun Center

Sponsor Since 2013

Party With Us On Your Birthday!



Call Today! 916-226-BOWL

3443 Laguna Blvd • #150 • pinsnstrikes.com

Sponsor Since 2006

FREE BOWLING!
BUY ONE GAME, GET ONE FREE

With This coupon.
Expires 12/31/13

Cyberbowl Fri and Sat
Nights
Arcade • Billiards
Snack Bar • Lounge
Brithday and Corporate Parties



**11601 Winchester Rd.
LaVale • (301) 729-0900
www.thebowlerinc.com**

Sponsor Since 2010



RUDE'S LANES

Your Family Amusement Center

\$30 Family Night

Family of 4 Receives:

- ✓ 2 Games of Bowling
- ✓ 1 Large Pizza
- ✓ 1 Pitcher of Soda

Friday & Saturday Night

210 E Holum Street • DeForest

846-5959

Sponsor Since 2011

\$5.00 OFF Family Visit

Minimum 3 people.
Limit 1 per family.

EMPIRE LANES

WHERE FUN IS OUR PRIORITY!



school program
pro shop
parties
snack bar
corp functions

519.326.3442

1771 Talbot Rd • Ruthven

empirelanes.ca

Call for RESERVATIONS!

Expires 2/28/13

Sponsor Since 2001

FREE BOWLING

(Good thru 12-31-2013)

Bowl 2 Games at regular price and get the 3rd Game Free (Not good with any other offers; Open Bowling Only) One coupon per person. Limit 2 Free Games



SHEFFIELD LANES & LOUNGE

ALIQUIPPA • 724-378-3581

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad