

S7-BOWLING™ FOR LANE MANAGERS & OPERATORS

S7-BOWLING™ IS:

A High-Retention League Format That Drives Higher Profit, Lower Wear and Tear, and Stronger Community Engagement to increase your bottom line.

S7-Bowling™ is more than a league format.

It is a high-yield operational model that increases:

- lane revenue
- food & beverage sales
- event-room rentals
- repeat visits
- and community visibility.

It is engineered to maximize profit per lane hour while minimizing strain on equipment — creating one of the most efficient league formats available today.

WHY S7-BOWLING™ IS GOOD FOR YOUR BUSINESS

1. Oversized Lane Fees = Significantly Higher Revenue Per Lane per Event

S7-Bowling™ leagues use a 10-person-per-lane model:

- 7 bowlers + 3 pinch bowlers
- 63 total balls rolled per session — max

This allows your center to charge: Oversized Lane Rental Rates (using Premium Value Pricing)

Because you are hosting 10 paying customers per lane with:

- far less equipment wear
- higher food-and-beverage consumption patterns
- Increased dwell time in venue
- greater per-person spend overall

Compared to a traditional league lane hosting 3, 4, 5 or 6 bowlers, S7-Bowling™ multiplies your per-lane revenue potential without increasing the mechanical load.

This is a massive profitability breakthrough.

2. Higher Per-Ball Profit With Lower Wear and Tear

A standard league bowler typically rolls:

- ~45–60 balls per 3-game series
- multiple by the number of bowlers per team that's hundreds of balls

An S7-Bowling™ bowler rolls:

- 6.3 balls or less per 3-game series and a team rolls only 63 at most
- because only the A/B/C bowlers rotate, and the seven player roster caps ball usage to 63 balls per series — max
- 63 balls / 10 bowlers per team = 6.3 balls per bowler
- While you charge prevailing per bowler per game rates

RESULT: S7-Bowling™ generates both far more revenue AND far more net income per ball than any other league.

Mechanically, this means:

- fewer cycles per lane
- reduced pinsetter fatigue
- lower maintenance cost
- longer equipment lifespan
- more consistent lane conditioning cycles

You will love this because profit goes up while expenses go down — both the top and the bottom line are optimized.

3. Predictable Group Meals = Built-In F&B Revenue

Every S7-Bowling™ 3-game session requires:

- a group meal
- purchased from your venue or a venue commissary partners

Thus guaranteeing:

- prepaid buffets
- prix-fixe menus
- bar service
- dining packages
- lane-side catering
- meeting-room rentals for eating the meal & conducting planning sessions

S7-Bowling™ creates the most reliable weekly F&B revenue stream of any league model available today.

Casinos, and combined entertainment venues truly benefit — because:

- meals drive gaming foot traffic
- pre/post bowling activity spills over into other gaming, leisure and entertainment spend
- loyalty programs can be integrated at your discretion

4. More Reliable Weekly Attendance

Attendance is structurally reinforced BECAUSE **S7-Bowling™** **REQUIRES:**

- bowling
- a meal
- a planning session
- and community service commitments that keep people coming back — week after week

No more:

- sporadic attendance
- team drop-off mid-season
- unstable league nights

S7-Bowling™ bowlers show up every session, because the format commits them to doing so to keep from losing their good standing.

5. Better Utilization of Off-Peak Hours

S7-Bowling™ is ideal for:

- morning leagues
- lunchtime leagues
- early afternoon “locals” leagues
- corporate leagues
- weekend afternoon traffic
- and standard evening slots where you want to increase your overall ROI

This monetizes your “dead zones” with:

- full lanes
- full tables
- full rooms
- full revenue stacks

S7-Bowling™ is particularly valuable in Las Vegas, where most centers are attached to casinos with fluctuating traffic.

WHY CASINOS & LARGE CENTERS LOVE S7-Bowling™

- ✓ Higher lane revenue with lower mechanical load
- ✓ Higher F&B numbers every session
- ✓ Increased dwell time = increased gaming & property spend
- ✓ Community impact that aligns with Boyd & Station culture
- ✓ Predictable recurring bookings
- ✓ A format designed for locals AND tourists
- ✓ A pre-built corporate team-building one-off tournament
- ✓ A perfect “Vacay With a Purpose” offering for those who want “more than a vacation”

The S7-Bowling™ Rhythm: “**Sport → Meal → Planning → Service (repeat)**” naturally blends with resort group sales, tournament bookings, community-programming initiatives, and long-weekend vacation package tie ins for those who want to “vacay with a purpose.”

WHAT YOU PROVIDE

- Co-marketing support
- Community service co-promotion
- Lane time
- Automated scorekeeping programming and support
- Space for meals & service planning
- Catering per individual league direction
- Standard league support
- F&B package support

WHAT FITNESS INTERFACE PROVIDES via SCAMBLE-4-PEACE.COM

- Full league structure & rules
- Team training & onboarding
- Community service framework
- Scramble-4-Peace.com tracking
- Social-ready promotional content
- Impact reporting for PR & casino community divisions

PER BOWLER PRO-FORMA REVENUE EXAMPLE for a 10 Team League @ 2025 rates:
Bowling \$9 + Room Rental \$6 + Meal \$50 + Drinks \$31 + Tax & Service \$29 = \$125 per week

That’s an estimated \$12,500 REVENUE per week per 10-team league.

READY TO HOST S7-BOWLING™?

SIGN UP TODAY @ SCRAMBLE-4-PEACE.COM

*S7-Bowling™ Means — More Players. Less Wear & Tear.
More Meals. More Revenue. More Community.*

With S7-Bowling™ — EVERYBODY WINS — Especially... YOU!