

GOLD AND SILVER MEMBERSHIPS

CASE STUDY: JOHNNY ROCKETS / SUNSHINE BOWLING



MEMBERSHIP HIGHLIGHTS

TOTAL MEMBERSHIP SALES
\$20,699.82

SILVER MEMBERSHIP
 1,329 @ \$5.00
 LOADED WITH
\$5.00 ONLY
 MEMBER PRICING

GOLD MEMBERSHIP
 883 @ \$15.00
365 GAMES OF BOWLING
 LIMIT 1 PER DAY

Pete Longo Jr., Owner—Deland, FL

"I can't understand why any business wouldn't be on this program. In June, we put over \$6,000 more in the register than last year and we just launched in the middle of April."

Pete Longo Jr., Owner—Deland, FL

"This solution is just the sales and marketing tool the industry needs to break through in the ever competitive arena of entertainment and hospitality."

AUTOMATED THANK YOU NOTES			
	# SENT	% VISITED WITHIN 30 DAYS	SALES WITHIN 30 DAYS
Oct. 2014	196	69.9%	\$4,665.06
Sept. 2014	162	72.8%	\$4,055.52
Aug. 2014	203	63.5%	\$4,425.22

LOYALTY PERFORMANCE METRICS	
Avg. Ticket: \$9.60 • # of Registered Members: 3,093 • Rewards Breakage: 37.7%	
2014 SALES	CUMULATIVE SALES
\$133,468.97	\$420,400.70

average visits / day
44



MEMBERS GET MORE

Sign up for FREE today!

Get your **Silver Membership** for **FREE** and receive:

- An instant \$5 loaded on to your account
- Earn 5% Cash Back Rewards towards future purchases
- Get special **SILVER** membership discounted pricing on all bowling purchases
- Access to exclusive membership offers throughout the year

GET 365 FREE GAMES OF BOWLING INSTANTLY

Get your **Gold Membership** now for **ONLY \$15** or see one of our friendly staff and sign up today and receive:

- 365 **FREE** games of bowling instantly—that's one game per day for an entire year
- Earn 10% Cash Back Rewards towards future purchases
- Get special **GOLD** membership discounted pricing on all bowling purchases. Gold membership discounted pricing valid for up to 4 guests per visit
- Access to exclusive membership offers throughout the year

Join a league and get 3 **FREE** games everyday

www.SunshineBowling.com

* Data displayed as of 12/31/2014

