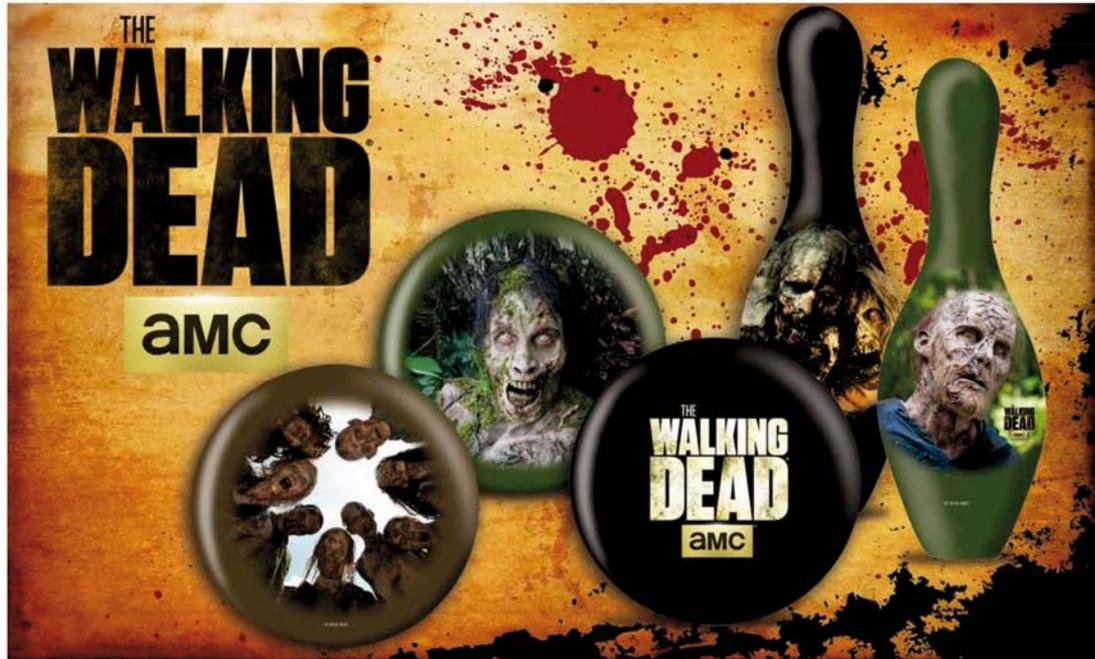


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JOIN THE LEAGUE. GET A BALL OR PIN. AND YOU'LL BE KILLIN' IT.

Bowling League Guide

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FY16 The Walking Dead

BOWLING LEAGUE

The Walking Dead themed bowling league is developed to increase participation, lineage, and excitement in your bowling center! This short season league is designed to fill gaps in the summer targeting all The Walking Dead enthusiasts.

OVERVIEW

The Walking Dead Bowling League will run May through August 2016

The League Champions from the CAT B and the CAT C bowling center that generate the most participants per lane bed will be awarded an all-expense paid trip (not to exceed 4 people per center) to a Walker Stalker Caribbean Cruise. In addition to the winning teams, one randomly selected team from all participating centers will be awarded the same prize opportunity (not to exceed 4 people). If a Walker Stalker Caribbean Cruise is unavailable, a substitute cruise of equal or greater value will be provided. Trips include airfare, cruise and hotel. All winners must be in possession of a valid United States Passport to be eligible to win and travel on the cruise.

Additionally,

- **Centers receive** The Walking Dead Promotion Kits from Leading Edge Promotions
 - **League Participants** receive a custom The Walking Dead bowling ball or bowling pin (order forms included in Promotion Kits provided by Leading Edge).
 - **Bowling Center** (1 CAT B and 1 CAT C) with the most participants per lane bed earn an official The Walking Dead shirt for their staff.
 - **All Bowling Centers** that generate a minimum of 2 participants per lane bed will earn The Walking Dead shirts for their staff.
-

RULES OF ENGAGEMENT

A. LEAGUES

1. **Bowling Center Managers** choose to have league teams consist of either doubles or quads. In the case of a doubles league both the 1st and 2nd place teams would earn the trip and in the case of a 4-person team only the League Champions would earn the trip.
 - **Teams** can be mixed or matched gender, doubles or quad team, no subs, and no post bowling
 - **Handicap** is based on 100% of 220, absent bowlers use average minus 10 pins, its 3 games per week, 4 points available each week, winning team game is worth 1 point and team total is worth 1 point.
 - **Participants** must be 18 years and older.
-

2. **League Director** reserve the right to make all other league related decisions and can be contacted at DSN 969-7233 or commercial (210) 395-7233 or email at donald.freund.1@us.af.mil

B. FUNDING

AFSVA/SVPCR will fund the cost of the following items:

1. **The Walking Dead Promotion** Kits from Leading Edge Promotions
2. **Three (3) grand prize trips for winning teams** (League Champions from 1 for CAT B and 1 CAT C with the highest participants per lane and one randomly drawn League Champion from participating installations, not to exceed 4 persons) to a Walker Stalker Cruise **or if Walker Stalker Caribbean Cruise is unavailable a substitute cruise of equal or greater value will be provided.** The trip includes airfare, cruise, and hotel.
3. **Bowling center (1 CAT B and 1 CAT C)** with the most participants per lane bed receive official The Walking Dead shirts for their staff. Additionally bowling centers that generate a minimum of 2 participants per lane bed will earn The Walking Dead shirts for their staff.

C. ACCOUNTING

1. League Fees

- The following is an example: for those wanting bowling balls, \$15 per person per week for a 15 week league (\$6.75 per ball, \$8.25 lineage/drilling fees) and for those ordering bowling pins \$10 per person per week for 15 week league (\$3.00 per pin, \$7.00 lineage).
- Be sure to amortize the cost of the ball/pin over the number weeks of the bowling league.

2. The Walking Dead Bowling Ball & Pin

- The cost of the ball is \$100 and the cost of the pin is \$45. Ensure you capture the cost of the ball, pin, and drilling fees in the weekly fees charged to each participant.
- Submit bowling ball and pin orders to "Leading Edge Promotions". Payment is by P-Card. All order information is provided in your The Walking Dead Promotion kit.
- Record bowling ball/pin cost in GLAC 1300001, Prepaid Supplies (expense to GLAC 7200000, Supply Expense) and prorate over the number of weeks bowled. See Training Aids NA-25, Prepaid Expenses and TA-AFSFMS-12, Prepaid Expenses Form for additional guidance.

3. Prize Redemption

- Each Grand Prize winner is required to fully complete, sign and return an Affidavit of Eligibility and Liability/Publicity Release ("Affidavit/Release"), together with any additional information (such as name, social security number (SSN), and address) that may be required by promotion entities.

- The information provided in potential winner's affidavit/release must be correct and mirror the information provided in winner's registration information or the potential winner will be disqualified.
- Except where prohibited by law, a potential winner must return all required documents within fourteen days following attempted notification or prize may be forfeited.
- If a potential winner cannot be contacted, is ineligible, fails to claim a prize or fails to return the properly completed and executed affidavit/release as required, or if the prize notification or prize is returned as undeliverable, prize will be forfeited and awarded to the next alternative or another participant.
- Ensure your installation winners understand they are responsible to provide their SSN for tax purposes. If SSN is not provided the prizes are invalid and offered to the next team.
- AFSVA/SVP will report the value of the prize winnings at the end of the league.
- AFSVA will issue each Grand Prize Winner an IRS Form 1099-MISC which documents the value of the prize for tax purposes.

4. Random Draw

- AFSVA/SVPCR will assign bowling centers participating in The Walking Dead League a numerical value (i.e. if 50 bowling centers participate then those bowling centers will be listed in no particular order 1-50.)
- AFSVA/SVPCR will then use a “random number generator” to select a number. That number will correspond to a number on the bowling center list. The bowling center assigned the same number generated will win the random draw.
- The League Champion from the bowling center selected by the “random number generator” will earn one of the 3 Grand Prizes.

MARKETING MATERIALS

The Walking Dead Leagues will run May through August. **Begin** advertising this event in March (See 2016 Timeline below). Collateral marketing materials are designed and provided by Leading Edge Promotions with approval of AMC (The Walking Dead Franchise owner). The Walking Dead Promotion Kits from Leading Edge Promotions will include the following items:

- 6 Posters
- 1 Counter Card
- 1 Standee
- Order Forms
- 1 Display Bowling Ball
- 1 Display Bowling Pin

Approved marketing materials will be available for download on USAFServices.com in Download Central.

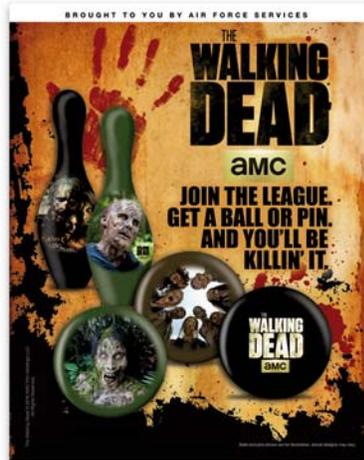
Walking Dead Flyer (8 1/2 x 11)



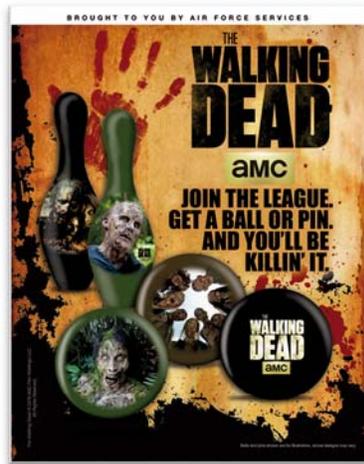
Walking Dead Registration Form (8 1/2 x 11)



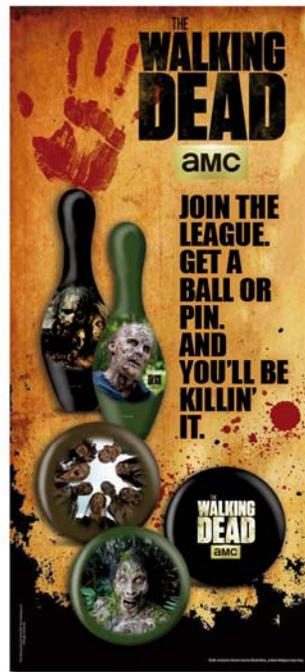
Walking Dead Poster (22x28)



Walking Dead Counter Card (11x14)



Walking Dead Standee (31x68)



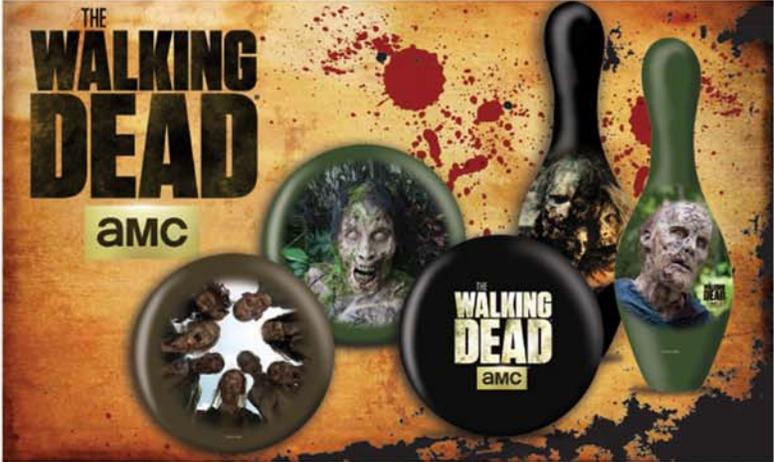
How To Customize The Sales Flyer



The 8.5" x 11" customizable sales flyers can be used vertically in your literature racks or folded and use it as a traditional self-mailer. The digital sales flyers provided by your account executive are print-optimized "writable" PDF's that can be customized in the blank areas by using Adobe Reader version 5 or higher. Simply click in the customizable area and type in your league specifics (registration fee if you are charging one, league price per week, day & time, start date, number of games, your center name, address, phone number and hours of operation). Use the customized flyers as handouts when customers ask for league details or mail the flyers to your customer mailing list.

How To Customize The Registration Form

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**JOIN THE LEAGUE. GET A BALL OR PIN.
AND YOU'LL BE KILLIN' IT.**

When you bowl in The Walking Dead League, you can get one of three officially licensed The Walking Dead zombie balls or pins. Choose The Walking Dead logo design, the green zombie portrait or the sepia tone zombie circle.

The balls are drillable, ready for play and available in 6, 8, 10, 12, 14, 15 and 16 lbs. The pins are regulation size.

Balls shown are for illustration, actual designs may vary

The Walking Dead © 2016 AMC Film Holdings, LLC. All Rights Reserved.

Registration Form

To join The Walking Dead League, complete this form & drop it off at the front desk.

Your Name _____

Home Phone _____

Email Address _____

Reproducible color and black/white, 8.5" x 11" registration forms which you can customize with your league specifics. Ask your account executive for access to these forms.

The forms are specifically designed to be easily reproduced on a standard copy machine. The layout of each gives you space to add whatever copy you wish: registration fee (if you wish to charge one), league price per week, day & time, start date, number of games, your center name, address, phone number and hours of operation.

Use the customized registration forms as hand-outs when customers ask for league details and keep a supply handy for customers to pick up.

THE WALKING DEAD LEAGUE ORDER FORM

SHIPPING INFORMATION						
Center Name:				Phone:	Fax:	
Manager:				()	()	
Address:						Add for future merchandise order deadline reminders
	City:				email:	
	State:		Zip:			
Required for the electronic delivery of printable certificates						
PAYMENT INFORMATION						
Full payment is due upon placement of the order. No billing terms are offered on this program.						
Credit Card:		MasterCard	VISA	AMEX	Discover	
Credit Card #:				Expiration Date:	/	Security code:

X Card Holder's Signature:

Card Holder Signature (order cannot be process without signature). To comply with federal regulations regarding business to business fax services, in order to continue to supply you with fax communications such as program information, we must obtain your signature.

Name on Credit Card:				If ordering by mail, send this form with your check or money order, in the full amount, payable to Leading Edge Promotions. Send to: Leading Edge Promotions 2001 W. Parkes Drive, Broadview, IL 60155 or FAX order (with CC info) 888- 291-7344.
Billing Address:	City:			
	State:		Zip:	
	Phone:		FAX:	

Yes, I want to continue to receive program information via fax from Leading Edge Promotions.

No, I do not want to continue to receive program information via fax from Leading Edge Promotions

THE WALKING DEAD BOWLING BALLS AND PINS					
Item	Description	QTY	Price Each	Extended	
6510	The Walking Dead Logo Ball	x	\$100.00	=	
6511	TWD Green Zombie Portrait Ball	x	\$100.00	=	
6512	TWD Sepia Zombie Circle Ball	x	\$100.00	=	
6515	The Walking Dead Logo Pin	x	\$ 45.00	=	
6516	TWD Green Zombie Portrait Pin	x	\$ 45.00	=	
6517	TWD Sepia Zombie Circle Pin	x	\$ 45.00	=	
Total				=	
Plus Handling				\$10.00	
Total Order					

TERMS & CONDITIONS: I agree to make full payment by check, money order or credit card when I place the order. I understand standard shipping is included in the price, but it does not include special services. I understand it is my responsibility to inspect all shipments upon receipt and report to Leading Edge Promotions any shortages or discrepancies within 10 days of delivery. Leading Edge Promotions will not be responsible for any shortages reported more than 10 days after the shipment is received. I agree to run the promotion under the guidelines set forth in the promotion How-To Manual. I also understand the trademarks, character names and logos used in this promotion are protected and cannot be used in any way without the express written consent of AMC Films Holdings L.L.C.

I have read the P.O. Terms & Conditions and agree. Signature (Center Manager) _____ Date: _____

2016 TIMELINE THE WALKING DEAD BOWLING LEAGUE

23 February	DCS
14 March	Leading Edge Promotions ships display ball, bowling pin, and marketing kit to Bowling Centers
March	Begin advertising and promoting The Walking Dead Leagues.
March - May	Recruit league members.
May - August	The Walking Dead League competition.
1 June	Orders must be submitted directly to vendor, Leading Edge Promotions, in order to guarantee The Walking Dead bowling balls & pins to be delivered by 1 Aug 15. <i>Activities are responsible for payment of bowling balls to Leading Edge Promotions.</i>
3 August	AFSVA/SVPCR will announce the Cat B and Cat C bowling center with the most participation per lane bed and will conduct the random draw from all participating bowling centers. AFSVA/SVPCR will inform the 3 winning installations that their league champion will receive The Walking Dead prize package (see next).
31 August	Bowling Center managers of the centers earning the Grand Prize for their league will turn in their final league standing sheets to susan.lear@us.af.mil or DSN 969-7239 or (210) 395-7239. In the event of a tie for the championship, teams must bowl a one game tie breaker to determine the championship.
7 September	Winning CAT B and CAT C teams and random draw League Champions announced.
14 September	AFSVA/SVPCR will contact winning league team members to process travel arrangements. Finance forms will be provided prior to making travel arrangement.
14 September	AFSVA/SVPCR will gather winning center shirt sizes.
October	AFSVA/SVPCR mail out The Walking Dead shirts to winning bowling centers.

RETURN POLICY

THE WALKING DEAD BOWLING PRODUCTS

Personalized Product Return Policy

Customized/personalized product cannot be returned. All sales are final on customized/personalized products.

Pre-Designed / Stock Product Return

Pre-designed/stock product can be returned 30 days from the date of delivery. If the product returned is NOT defective, worn, used or drilled and the customer will NOT be purchasing another product, there is a 20% restocking fee. Additionally, the customer will be responsible for shipping costs and insurance cost for the return to our warehouse. The initial shipping cost paid will not be refunded.

Pre-Designed/Stock Product Exchange

Pre-designed/stock product can be exchanged 30 days from date of delivery. If the customer would like to exchange a product that is NOT defective, worn, used or drilled for a different product, the customer will be responsible for shipping and insurance costs. to our warehouse. Any differences in price and shipping charges will be charged or credited accordingly. Products returned must be new, unused, and in the original packaging.

Manufacturer Warranty Claims

If any product is defective and the customer would like to file a warranty claim, the customer will be responsible for shipping and insurance cost to our warehouse. If the product defect warrants a claim and is within the warranty period, we will ship the customer (free of charge) a new product to replace the defective product. If the original product is no longer available, we will ship a similar product. In cases where a suitable replacement cannot be located, you will receive a credit equal to the original price paid for your next purchase with OnTheBallBowling.com.

Incorrect Item Received

If you have received the wrong item, please contact us at 1-888-2-GO-BOWL (888-246-2695) extension 110. Please refer to your order number. We will arrange for your item to be returned for replacement.

Damaged Item Received

If the customer receives an item that is damaged and the customer feels that it needs to be returned please follow these simple steps.

1. Email Jack Sullivan (jack@krstrikeforce.com) with a description of the damage and photos of the product (and shipping box if it was damaged in shipping to the customer). Order number and customer's telephone number along with the best time to reach the customer must be included.
2. If the customer is not able to send images of the damage customer can call:
1-888-2-GO-BOWL (1-888-246-2695) ext 110.

Return Address: OnTheBallBowling, Attn: Return Center, 2001 W. Parkes Ave. Broadview, IL 60155