



STRIKE TEN MEMBERSHIP AGREEMENT

TERM: June 1, 2010 through May 31, 2012



THE STRIKE TEN PROPRIETOR AGREES TO:

Execute all Strike Ten programs in their bowling center. Execution of such programs may include one or more of the following:

- Prominent display of marketing materials within one week of receipt (i.e. posters, table tents, window clings, etc.)
- Participation in product sampling per guidelines provided by Strike Ten
- Accept coupons according to guidelines established for each promotion (*including free game coupons endorsed by Strike Ten*)
 - Note: Free Game of Bowling Coupons are only valid between the hours of 8:30AM and 5:00PM
- Execute Strike Ten promotions without running conflicting promotions during the Strike Ten promotional period
- Accept facsimile(fax) and other communications from Strike Ten regarding program introductions (required by FCC)
- Sign program participation agreements when requested
- Provide feedback regarding Strike Ten programs, if requested
- Be open to other cooperative activities as necessary

NOTE: The execution of Strike Ten programs and promotions will not require out-of-pocket costs from the Strike Ten member, unless center desires to purchase product inventory for re-sale purposes.

STRIKE TEN ENTERTAINMENT (STE) DELIVERABLES:

1. **Promotions** – STE agrees to roll out national promotions to Strike Ten member centers that build awareness for bowling through media and packaging exposure.
2. **Marketing Support Materials** – STE agrees to provide Strike Ten member centers with free marketing support materials in a timely manner to facilitate proper use by the proprietor (i.e. signage, posters, display items, table tents, etc.)
3. **Sampling Opportunities** – STE agrees to offer Strike Ten member centers free samples for distribution to Strike Ten center customers according to the sampling terms arranged with the company providing the products. These terms may include specific demographic parameters that will be provided to the Strike Ten member center prior to the beginning of the sampling program. All samples will be distributed to Strike Ten member centers free of charge. In turn, Strike Ten member centers agree to distribute samples to their customers free of charge.
4. **League Kits** – Strike Ten member centers will be eligible for discounts on various league kits through Leading Edge Promotions.

TERM OF AGREEMENT:

This agreement is for two years beginning June 1, 2010 and ending May 31, 2012. This agreement shall be binding upon, and inure to the benefit of, the parties and their respective successors and assigns. Membership in Strike Ten shall *automatically renew at the end of the two-year term*. Membership agreement can be amended or terminated with a 30-day notice in writing from either party.

CENTER NAME: _____ **BPAA #** _____

PHYSICAL ADDRESS (No PO Boxes) _____ **# of Lanes** _____

CITY, STATE, ZIP _____

MAILING ADDRESS _____

PHONE NBR: _____ **FAX NBR:** _____

WEBSITE: _____ **EMAIL ADDRESS:** _____

CONTACT PERSON #1 _____ **CONTACT PERSON #2** _____

CELL PHONE #1 _____ **CELL PHONE #2** _____

SIGNATURE _____ **NAME PRINTED** _____

Preferred Method of Contact (circle one): **PHONE** **EMAIL** **FAX**

PLEASE COMPLETE AND FAX TO: 817-649-1918
Strike Ten Select – 621 Six Flags Dr – Arlington, TX 76011 – Tel: 800-871-7869