

LEAGUE ENDING EVENTS

Going beyond the bull's-eye

WHAT

Creating an experience for you players is one way to increase your player retention and keep your players coming back to you. Players can go anywhere to play darts. But if you give them a great experience that sets your dart leagues apart from the competitor, they will come back year after year and keep putting coins into your machines.

WHY

So, how do you create that experience? League ending events, banquets and parties are an excellent way to provide player recognition and a fun experience. If you aren't hosting any league ending events, now is the perfect time to start.

Giving back to your players is a way to go beyond league night and show them appreciation. Without your players, where would your business be?

Typically, it is easier to keep current players coming back, then recruiting new ones. Additionally, providing an experience beyond a once-a-week league night, gives the perception that players are getting more for their league fees which is a draw to current and potential players.

HOW

There are many different options for you to pursue so you can recognize your players in a way that's best for you and your leagues. Here's what other NDA operators are doing.

Patty Salisbury, J&J Ventures Amusements

What I do, is have the winning teams location, host the banquet. Some leagues opt to have a banquet fee taken out of their funds, so food can be provided. Most teams want the money for their payback, so no banquet fee. I always run a blind draw tourney after food and awards. I let the league decide if they want the tourney for just that league's players or open it up for all.

To help encourage banquet tourney participation, in one of our leagues, they elected to have 10% of their league fund to be added to the pot. In most cases, it's been about \$200 added plus their entry.

Paul Krenz, Aactive Coin Machines, Ltd.

For league ending events, four Vegas leagues participate in a playoff. The Tuesday, Wednesday and Thursday before the playoffs, there is a singles blitz double elimination. Playoffs begin on the weekend, and it is a double elimination event.

The week after playoffs, there is a player award party where they recognize players with NDA award pins. All teams win money through payouts which are awarded here as well. Raffle prizes are drawn and given away to players as well. All must be present to win as this encourages players to stay for the entire event. The big event of the night is the \$1,000 give away. The raffle is done backward, as names are drawn all night, and the last person to be drawn is the winner.

To be entered in the raffle, teams must have completed all their league games and played in the playoffs.

Additionally, captains get their names put in a raffle. The winner gets a \$50 bar tab. Locations provide finger foods as a bonus to the event.

For the smaller leagues, players are recognized with plaques and awards between round robin play.

Marcia Petersen, Vend Alaska Anchorage

For our year end, we have a tournament at one of the hotels. We start out on Friday night with a party and blind draw. On Saturday we play our team event, followed by another blind draw, and Sunday we play our Doubles event. We give cash to the top three men and women in both '01 and Cricket, and we also have a top five playoff for each during the next couple of weekends.

No matter how you choose to recognize your players with league ending events, the end benefit to you will be valuable.



**QUESTIONS?
CONTACT THE NDA FOR MORE
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