



Empire State Darts

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People = Profit...No People...No Profit Make Your Dartboard Work For You

Albany Amusement is promoting a new tool to help our customers boost their sales, giving you a low cost option to retain more customers, and create more profit.

With the help and feedback of a few area locations, ESD has put together an in house league that is fun, low maintenance, and most importantly - profitable for you, even if you only have one board. Some of the features of our new In House League Promotion include...

Low Cost - Forget paying hundreds of dollars for Bands, Karaoke, or Trivia. ***Start up an in house league for a low introductory price of \$10 per person.*** That equals 8 Doubles teams for \$160 with a minimum 7 week schedule. That's a better rate of return spending a minimum of \$200 PER WEEK for Karaoke or Trivia, or \$600 for a Band for ONE NIGHT.

Open or Handicap leagues - Depending on how your group feels about it, you can have handicapping implemented into your format to help level the playing field between players.

Quick setup time - Host a signup meeting, target your weekend customers to come back during the week for darts. Fax or email your rosters one week, and your league will be set up and ready to go the week after.

Stats and schedules - Your location will have its very own pages on our website with team standings, player's stats, and schedules at www.empirestatedarts.com.

Short 5 game format - Keeps matches moving along with a "First Pairs Play" format. First two pairs to arrive that are scheduled to play that evening play first. Average match time is approximately 30 minutes.

No long term commitments - In house leagues show better retention when they are 11 weeks or less. Run a league, have a party, start signups for the next league, and start all over again. Our in house leagues have shown an incredible return rate. Our best locations have been consistently running 4 leagues a year for 7 years running with most teams returning time after time.

If you have more than one board at your location, your capacity to hold an in house league increases greatly. Small tournaments are also possible when a location has more than one board. See the other side of this flyer for tip and tricks to help get started today!

Tips On Getting Your In House League Started

Promote - With the help of your local beer/liquor sales people, see if they have any swag you can give away as part of your league. Ask your bartenders to get the word out to your weekend customers that there is a reason to come back during the week. Put some posters up, and let everybody know. Promoting events are the kinds of things that **FACEBOOK** and **TWITTER** were made for. Many locations use social networking to actively engage their customers and promote activities. How hard could it be to find a few dart shooters to come in on a slow night when you have 400 friends on facebook?

Beer/Food Specials - Give your league players a deal to keep them coming back for more, or put out a spread once in a while. Put on a small party at league's end. Your players **WILL NOTICE!**

Payouts - The league can be run to your preferences. If you want to have a payout of some kind, you can choose to collect an entry fee, or weekly dues which can then be divided up at the end of the season. Be wary of payouts when the league is handicapped. Some folks will "sandbag" their averages to gain an unfair advantage. ESD does not handle accounting for in house leagues by default, but arrangements can be made for a fee to handle your league accounting if necessary.

Trophy - It can be as simple or as extravagant as you want. Get one trophy, and hang the names of the most recent winner of your league on it until it is time to crown a new one...Get Creative!

First Pairs Play - Since most locations have one or two boards, not all matches can be played at the same time. Some leagues have developed a "First Pairs Play" policy. The first two pairs to arrive that are scheduled to play that week will start their match first. As the rest arrive, those pairs will play their match next. It isn't unusual for pairs to "Pre-Schedule" their start times to accommodate each other.

Leagues Are Easy Money - If you have an idle dartboard during the week, put it to good use with a new offering to your customers. Recycle your weekend business by giving them a reason to come back during the week. Put a couple hundred extra dollars in the till every week with minimal effort.

Communication Is Key - When there are people in the door, there is money to be made. Your bartenders know this, and they are the critical link between you, and your customers. Getting them involved in recruiting teams is essential to getting a league started, and growing.

If you have any questions about our league program, contact Jeff MacIntosh at 862-2216 or by email at esdarts@hotmail.com.