

## 2017 MILLERCOORS "BEER MARKETING CHALLENGE"

***Winning Center will receive \$3,000 in cash to be used to market your center any way you desire!***

To be eligible, ISBPA Centers must carry all Core 5 items (Miller Lite, Coors Light, High Life, Blue Moon, Leinenkugels). Centers carrying all Core items automatically will receive one entry per quarter that they have all core SKUs purchased.

***Bonus entries can be earned each quarter by doing the following:***

- **Growth on SKU list from previous year with MillerCoors (includes core items + any other MillerCoors products (like Redds, Henrys, MGD, 64, Coors Banquet, Hamms, Keystone Light, Smith and Forge, etc...))**
- **Volume growth per quarter vs prior year with MillerCoors**

***The drawing for all eligible entries will be held at ISBPA's Annual Meeting in November.***

***Center Sweepstakes Entries Earned by Quarter:***

### **Q3, 2017**

ARENA LANES, 4700 W 103rd St, Oak Lawn, IL  
BEVERLY LANES, 8 S Beverly Ln, Arlington Heights, IL  
BOWL HAVEN LANES, 3003 Humbert St, Alton, IL  
BROOKMONT BOWLING CENTER, 200 W Brookmont Blvd, Kankakee, IL  
CHANNAHON LANES, 25306 W Eames St, Channahon, IL  
CHERRY BOWL, 7171 Cherryvale North Blvd, Rockford, IL  
DOLTON BOWL, 1401 E Sibley Blvd, Dolton, IL  
DON CARTER LANES, 4007 E State St, Rockford, IL  
EDISONS ENTERTAINMENT COMPLEX, 2477 S STATE ROUTE 157, EDWARDSVILLE, IL  
EL MAR BOWL, 8435 S Harlem Ave, Bridgeview, IL  
ELK GROVE BOWL, 53 Arlington Heights Rd, Elk Grove Village, IL  
FOREST HILLS LANES, 7742 Forest Hills Rd, Loves Park, IL  
FOX BOWL, 1101 BUTTERFIELD RD, WHEATON, IL  
FRANKFORT BOWL & BILLIARD, 15 Ash St, Frankfort, IL  
GALLANO CONCORDIA, 1205 Logan Ave, Belvidere, IL  
GLO BOWL FAMILY FUN CENTER, 101 FRANKS RD, MARENGO, IL  
HIGHLAND PARK BOWL, 4204 Avenue of the Cities, Moline, IL  
IDLE HOUR LANE, 927 E Railroad St, Sandwich, IL  
ILLINOIS VALLEY SUPERBOWL, 4242 Mahoney Dr, Peru, IL

JOHNSBURG BOWL, 3960 N JOHNSBURG RD, MCHENRY, IL  
JOLIET TOWN & COUNTRY LANES, 2231 W Jefferson St, Joliet, IL  
KING PIN LANES, 3115 E Sangamon Ave, Springfield, IL  
KRISTOFS ENTERTAINMET, 421 W Rollins Rd, Round Lake, IL  
LAKES BOWL, 601 Railroad Ave, Round Lake, IL  
LIBERTY LANES, 115 Meadowdale Ct, Carpentersville, IL  
MARDI GRAS LANES, 1730 Sycamore Rd, DeKalb, IL  
MT HAWLEY BOWL, 8200 N Hale Ave, Peoria, IL  
OAK FOREST BOWL, 15240 Cicero Ave, Oak Forest, IL  
OLD ORCHARD LANES, 901 N Dunlap Ave, Savoy, IL  
PARK LANES, 5318 N 2nd St, Loves Park, IL  
PLAINFIELD LANES, 150 S Lincoln Hwy, Plainfield, IL  
POPLAR CREEK BOWL, 2354 W Higgins Rd, Hoffman Estates, IL  
ROLLING LANES, 6301 Joliet Rd, La Grange, IL  
SEASONS, 1100 W Galena Ave, Freeport, IL  
SILVER DOLLAR LANES, 2300 S Banker St, Effingham, IL  
ST CLAIR BOWL, 5950 Old Collinsville Rd, Fairview Heights, IL  
STARDUST BOWL, 37 E Lorraine Ave Ste 1, Addison, IL  
STRIKE & SPARE II, 811 Northern Dr, Lockport, IL  
STRIKER LANES, 6728 16th St, Berwyn, IL  
T BIRD LANES & RECREATION, 1172 Lincoln Hwy, Rochelle, IL  
TANGERINE BOWL, 3530 MAINE ST, QUINCY, IL  
TINLEY PARK BOWL, 7601 183RD ST, TINLEY PARK, IL  
TRIPLE PLAY BOWLING, 1601 9th Ave, Fulton, IL  
WOOD DALE BOWL, 155 W Irving Park Rd, Wood Dale, IL  
YORKVILLE BOWLING, 1205 N BRIDGE ST, YORKVILLE, IL

## **Q2, 2017**

ARENA LANES, 4700 W 103rd St, Oak Lawn, IL  
BEVERLY LANES, 8 S Beverly Ln, Arlington Heights, IL  
BOWL HAVEN LANES, 3003 Humbert St, Alton, IL  
BOWL HI LANES, 11340 Fitzgerald Ln, Huntley, IL  
BOWLING GREEN SPORT CENTER, 150 W Roosevelt Rd, West Chicago, IL

BROOKMONT BOWLING CENTER, 200 W Brookmont Blvd, Kankakee, IL

CENTENNIAL LANES, 16050 Centennial Cir, Tinley Park, IL

CHERRY BOWL, 7171 Cherryvale North Blvd, Rockford, IL

CLASSIC BOWL, 8530 Waukegan Rd, Morton Grove, IL

DIGGERS COLLEGE CITY BOWL, 123 E Adams St, Macomb, IL

DON CARTER LANES, 4007 E State St, Rockford, IL

EL MAR BOWL, 8435 S Harlem Ave, Bridgeview, IL

ELK GROVE BOWL, 53 Arlington Heights Rd, Elk Grove Village, IL

FOREST HILLS LANES, 7742 Forest Hills Rd, Loves Park, IL

FOX BOWL, 1101 BUTTERFIELD RD, WHEATON, IL

FRENCHS PARKLANES, 504 E Jourdan St, Newton, IL

GALLANO CONCORDIA, 1205 Logan Ave, Belvidere, IL

GLO BOWL FAMILY FUN CENTER, 101 FRANKS RD, MARENGO, IL

HABETLER BOWL, 5242 N Northwest Hwy, Chicago, IL

HIGHLAND PARK BOWL, 4204 Avenue of the Cities, Moline, IL

HOMETOWN LANES, 209 W Main St, Plano, IL

IDLE HOUR LANE, 927 E Railroad St, Sandwich, IL

ILLINOIS VALLEY SUPERBOWL, 4242 Mahoney Dr, Peru, IL

JOHNSBURG BOWL, 3960 N JOHNSBURG RD, MCHENRY, IL

KRISTOFS ENTERTAINMET, 421 W Rollins Rd, Round Lake, IL

LAKES BOWL, 601 Railroad Ave, Round Lake, IL

LAN OAK BOWLING LANES, 2524 Ridge Rd, Lansing, IL

LIBERTY LANES, 115 Meadowdale Ct, Carpentersville, IL

MARDI GRAS LANES, 1730 Sycamore Rd, DeKalb, IL

MT HAWLEY BOWL, 8200 N Hale Ave, Peoria, IL

OAK FOREST BOWL, 15240 Cicero Ave, Oak Forest, IL

OLD ORCHARD LANES, 901 N Dunlap Ave, Savoy, IL

ORLAND BOWL, 8601 W 159th St, Orland Park, IL

PALACE BOWL, 3400 N RICHMOND RD, MCHENRY, IL

PALOS LANES, 11025 Southwest Hwy, Palos Hills, IL

PARK LANES, 5318 N 2nd St, Loves Park, IL

PARKSIDE LANES, 34W185 MONTGOMERY RD, AURORA, IL

PLAINFIELD LANES, 150 S Lincoln Hwy, Plainfield, IL

PLUM HOLLOW BOWLING LANES, 1933 IL Route 26, Dixon, IL  
POPLAR CREEK BOWL, 2354 W Higgins Rd, Hoffman Estates, IL  
QC FAMILY ENTERTAINMENT, 4401 44TH AVE, MOLINE, IL  
ROLLING LANES, 6301 Joliet Rd, La Grange, IL  
SILVER DOLLAR LANES, 2300 S Banker St, Effingham, IL  
ST CLAIR BOWL, 5950 Old Collinsville Rd, Fairview Heights, IL  
STARDUST BOWL, 37 E Lorraine Ave Ste 1, Addison, IL  
STRIKE & SPARE II, 811 Northern Dr, Lockport, IL  
STRIKER LANES, 6728 16th St, Berwyn, IL  
SUBURBANITE BOWL, 201 W Ogden Ave, Westmont, IL  
SUNSET LANES, 2015 N Lewis Ave, Waukegan, IL  
TANGERINE BOWL, 3530 MAINE ST, QUINCY, IL  
TINLEY PARK BOWL, 7601 183RD ST, TINLEY PARK, IL  
YORKVILLE BOWLING, 1205 N BRIDGE ST, YORKVILLE, IL

#### **Q1, 2017**

ARENA LANES, 4700 W 103rd St, Oak Lawn, IL  
BEL AIR BOWL, 200 S Belt W, Belleville, IL  
BLUE BIRD BOWL, 3900 W Columbus Ave, Chicago, IL  
CENTENNIAL LANES, 16050 Centennial Cir, Tinley Park, IL  
CHERRY BOWL, 7171 Cherryvale North Blvd, Rockford, IL  
CLASSIC BOWL, 8530 Waukegan Rd, Morton Grove, IL  
DIGGERS COLLEGE CITY BOWL, 123 E Adams St, Macomb, IL  
DON CARTER LANES, 4007 E State St, Rockford, IL  
EL MAR BOWL, 8435 S Harlem Ave, Bridgeview, IL  
ELK GROVE BOWL, 53 Arlington Heights Rd, Elk Grove Village, IL  
FOREST HILLS LANES, 7742 Forest Hills Rd, Loves Park, IL  
FOX BOWL, 1101 BUTTERFIELD RD, WHEATON, IL  
GLO BOWL FAMILY FUN CENTER, 101 FRANKS RD, MARENGO, IL  
HANKS BOWL, 29 W Illinois St, Trenton, IL  
HIGHLAND PARK BOWL, 4204 Avenue of the Cities, Moline, IL  
HOMETOWN LANES, 209 W Main St, Plano, IL  
IDLE HOUR LANE, 927 E Railroad St, Sandwich, IL

JOHNSBURG BOWL, 3960 N JOHNSBURG RD, MCHENRY, IL  
JOLIET TOWN & COUNTRY LANES, 2231 W Jefferson St, Joliet, IL  
KING PIN LANES, 3115 E Sangamon Ave, Springfield, IL  
KRISTOFS ENTERTAINMET, 421 W Rollins Rd, Round Lake, IL  
LIBERTY LANES, 115 Meadowdale Ct, Carpentersville, IL  
MARDI GRAS LANES, 1730 Sycamore Rd, DeKalb, IL  
MT HAWLEY BOWL, 8200 N Hale Ave, Peoria, IL  
OLD ORCHARD LANES, 901 N Dunlap Ave, Savoy, IL  
PARK LANES, 5318 N 2nd St, Loves Park, IL  
PARKSIDE LANES, 34W185 MONTGOMERY RD, AURORA, IL  
PHEASANT LANES, 804 N Hershey Rd, Bloomington, IL  
PIN & TONIC, 643 S Dixie Hwy, Beecher, IL  
PLAINFIELD LANES, 150 S Lincoln Hwy, Plainfield, IL  
POPLAR CREEK BOWL, 2354 W Higgins Rd, Hoffman Estates, IL  
RIVER RAND BOWL, 191 N River Rd, Des Plaines, IL  
ROUND 1, 152 Stratford Square Mall, Bloomingdale, IL  
SEASONS, 1100 W Galena Ave, Freeport, IL  
SILVER DOLLAR LANES, 2300 S Banker St, Effingham, IL  
ST CLAIR BOWL, 5950 Old Collinsville Rd, Fairview Heights, IL  
STARDUST BOWL, 37 E Lorraine Ave Ste 1, Addison, IL  
TANGERINE BOWL, 3530 MAINE ST, QUINCY, IL  
TINLEY PARK BOWL, 7601 183RD ST, TINLEY PARK, IL  
VICTORY LANES, 1801 W Station St, Kankakee, IL  
WOOD DALE BOWL, 155 W Irving Park Rd, Wood Dale, IL  
YORKVILLE BOWLING, 1205 N BRIDGE ST, YORKVILLE, IL