

# Estimate Your Increased Earning Potential

## CALCULATE:

1	2	3	4	5
<b>Number of teams your establishment can host on any given night.</b>	<b>Number of extra people you could bring in on a Pool League night.</b>	<b>Daily revenue possible if you host weekly Pool Leagues.</b>	<b>Weekly revenue possible if you host weekly Pool Leagues.</b>	<b>Session revenue possible if you host weekly Pool Leagues.</b>
# of Pool Tables	# of Possible Teams Playing Each Night	Average \$\$ Spent per Customer per Hour	Possible \$\$ Made Due to League Activity	Added Revenue per Week
<b>X 2</b>	<b>X</b>	<b>X 3</b>	<b>X</b>	<b>X</b>
# of Teams Possible per Table per Night	# of Players per Team (5-8 Players per Team)	Number of Hours League Play Takes	# of Days You Host Play	Weeks per Session One Session = 15 weeks Two Sessions = 30 weeks Three Sessions = 45 weeks
<b>=</b>	<b>=</b>	<b>= \$</b>	<b>= \$</b>	<b>= \$</b>
# of Possible Teams Playing at Your Establishment Each Night	# of Poolplaying Patrons Per Night	Additional Income per Each New Customer on Each Team	Added Revenue per Week	<b>Additional Annual Revenue Due to League Activity</b>
	<b>X</b>	<b>X</b>		
	# of Poolplaying Patrons per Night			
	<b>= \$</b>			
	Possible \$\$ Made Due to League Activity			

"There are many amateur poolplayers in our area and a well-rounded League keeps the interest in pool alive and people in our hall. Having the APA League has greatly increased business. We have grown from a 6-table pool hall to a 14-table pool hall. I have probably built 15 to 20 teams myself – just because I enjoy hosting the League!"

Randy Gattshall  
Owner  
Avenue Billiards  
Jackson, MI

# Build a Bigger Business Without Building a Bigger Bar!



The World's Largest Amateur Pool League



Become an Official Host Location!





# Benefits to Offering League Play

Offering APA/CPA League play will keep your customers coming back to your establishment week after week. League play is easy to start and even easier to maintain – your Local League Operator handles most of the administrative work for you.

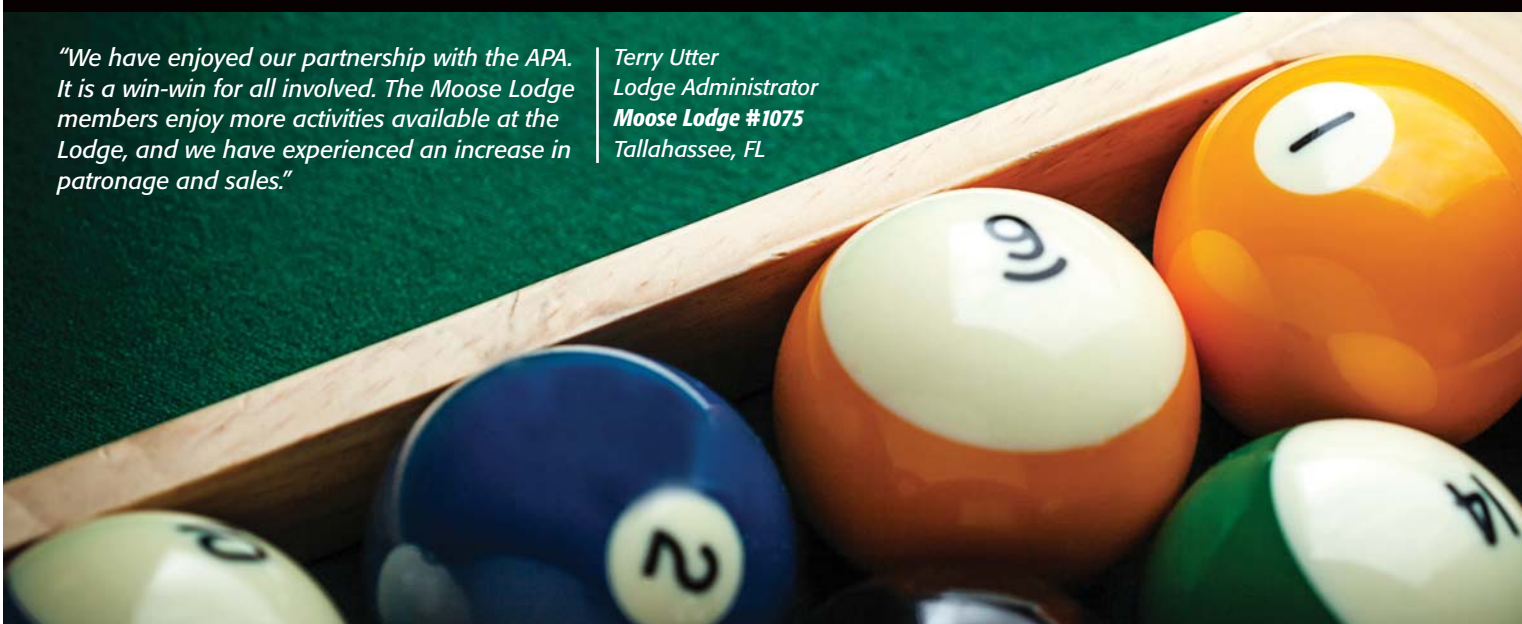
## We Make It Simple

*Since you have a business to run, you shouldn't have to worry about managing the pool league. Your Local League Operator manages the League for you! The League Operator handles the skill levels, scheduling, scoresheets, rules, etc. You just enjoy the extra customer base brought into your location. We simply ask that you encourage patrons to join – after all, the more teams you form, the more revenue you generate!*

Increase Customer Traffic	Eliminate Slow Nights	Promote Your Establishment	Increase Your Revenue
Opening your door to just one night of League play on a single table guarantees at least 10 to 16 regular weekly customers! The players will also think of your location when they need to practice and socialize. Just think how many people you could get with multiple nights and tables!	In the APA/CPA, <b>Everyone Can Play – Anyone Can Win!</b> <sup>®</sup> Offering a fun and fair activity will keep your customers coming back. Pick your slowest day of the week to host League play and you'll quickly see how profitable offering Leagues can be!	When hosting League play, you expose hundreds of people each year to your establishment. Your Local League Operator will coordinate all marketing efforts to get the League in your location!	Three sessions of play are offered a year, making our Leagues a year-round moneymaker for you. The more League nights you offer, the more revenue you'll see!

*"We have enjoyed our partnership with the APA. It is a win-win for all involved. The Moose Lodge members enjoy more activities available at the Lodge, and we have experienced an increase in patronage and sales."*

*Terry Utter  
Lodge Administrator  
Moose Lodge #1075  
Tallahassee, FL*



*"Hosting APA League play puts more focus on our bar. A lot of League members come back on other nights to socialize. We started with three pool tables, and have recently added a fourth pool table because of increased traffic. The APA League has changed the atmosphere of pool. People have fun competing and I have a great time watching my customers have fun in my bar."*

*Mark Swank  
Owner  
Crofton Cantina  
Gambriels, MD*



## About the APA/CPA

The American Poolplayers Association was founded in 1979 by professional poolplayers and Hall of Famers Terry Bell and Larry Hubbard. Today, the APA has grown to over 265,000 poolplayers, including members from Canada and Japan. In Canada, APA operates as the Canadian Poolplayers Association (CPA). Our League Operator network exceeds 270 franchisees who administer the League in more than 9,000 Host Locations that offer League activity. The APA is the world's largest amateur pool league!

### APA/CPA Network, Membership and League Play

APA/CPA Pool Leagues are conducted by franchisees, known as League Operators. Your Local League Operator will handle the administrative tasks involved with running the League in your establishment.

Members pay an annual membership fee and receive a subscription to **The American Poolplayer**<sup>®</sup> magazine, a membership kit and access to various national discounts. The biggest benefit to members is participation in weekly League play!

League play takes place in three sessions – Summer, Fall and Spring. At the Local Level, teams compete weekly in 8-Ball or 9-Ball within a division of 6 to 16 teams. Teams competing in weekly League play can qualify

to advance to the National Team Championships held in late summer in Las Vegas!

Members who meet eligibility requirements and maintain active status are eligible to participate in the Singles Program which offers individual competition with other League members. Those competing in the Singles Program may compete on Local Qualifying Boards, which advance them to Regional competition where they can qualify to advance to the National Singles Championships held in mid spring in Las Vegas!

Over \$1.5 Million in cash and prizes is awarded yearly at our National Championships!



## The Equalizer<sup>®</sup> Handicap System

*One of the keys to the success of our League is **The Equalizer** handicap and scoring system. The system makes it possible for players – male and female – of all playing abilities – to compete on an equal basis. The Equalizer uses a formula that measures a player's ability. The result is a handicap – skill level – that determines how many games or points a player must win to capture a match.*

## How to Get Started

#1 – Choose a Day	#2 – Promote	#3 – Educate	#4 – Let the Fun Begin
Typically a weekday evening or weekend day is best.	Allow your League Operator to post promotional posters, brochures and fliers in your establishment. Also, be sure to display your Official APA/CPA Host Location sticker on your entry door.	Schedule time with your League Operator to educate your staff about the League. Everyone who has direct contact with patrons should become knowledgeable about the League.	Create excitement in your establishment! Your personal endorsement of the League will go a long way with your customers.