

Let's look at the numbers **\$13,080.00!**

Scenario: you have 2 dart boards in your establishment and you sponsor 2 teams.

Data: Each week you will have 2 teams playing at home, the home team and the visiting team (your other sponsored team will be playing away). Each team has an average of 6 players. The season is 15 weeks long (not including the 2 playoff weeks). A recent poll of our players shows that each player spends an average \$25 on match night. Sponsorship fees per team are \$70

So let's do some math:

$((2 \text{ teams}) \times (\text{average players per team}) \times (\text{average bar tab}) \times (\text{number of weeks})) - (\text{number of teams} \times \text{sponsorship fee})$

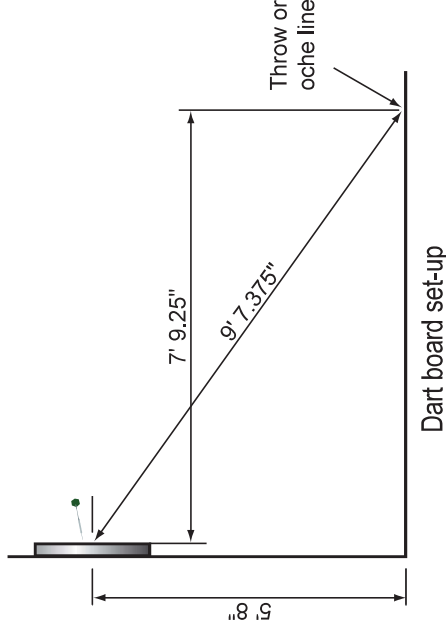
So:

$2 \times 6 = 12$ players per night
 $12 \times \$25 = \300 income per match night
 $\$300 \times 15 = \$4,500$ total season income
 $(2 \times \$70) = \140 in season sponsorship fees
 $\$4,500 - \$140 = \$4,360$ income per season

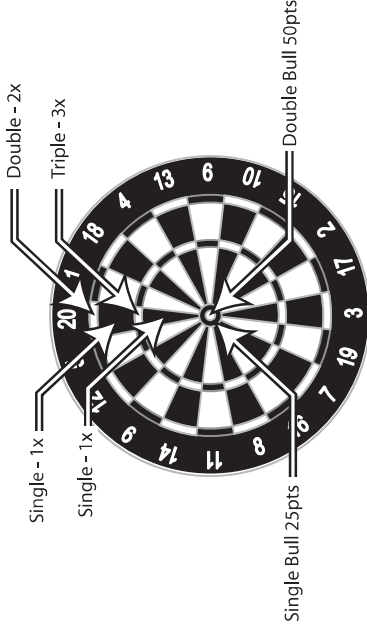
\$4,360.00 in income. Not bad for doing almost nothing right? Now, remember we run 3 seasons a year. Let's see... the product of 3 and \$4,360 is \$13,080.00!

WMDA CONTACT INFO

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Dart board set-up



Tips for successful dart participation

- Make sure your boards are "open" for business! Be sure:
 - the lights illuminating the boards are on.
 - there are no obstructions to the boards (chairs etc...).
 - chalk or dry erase markers and erasers are available for scoring.
- Put up a flier stating that house darts are available

WESTERN MARYLAND DART ASSOCIATION

WHAT'S IN IT FOR ME?

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guide to WMDA league darts.



Member of



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WESTERN MARYLAND DART ASSOCIATION

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Who we are

The Western Maryland Dart Association is the largest organized steel-tip dart league in the Frederick area. We have been running dart seasons continuously for over 25 years. Our 400+ members participate in multiple divisions of skill levels ranging from beginner to expert.

Our team sponsors include many of the Frederick area restaurants and pubs including: Hard Times Café and Cue, Krug's Place, McGurk's Darters Glenn, Hilltop Restaurant, Belles' Sports Bar & Grill, The Back 40, BWB (Mt. Airy), Moose Lodge no 371, Journeys, Woodsboro Tavern, and Champion Billiards.

What about Darts?

According to the National Sporting Goods Association, total U.S. dart throwing participation by individuals over seven years of age has more than doubled since 1985, from 9.4 million that year to 19.3 million in 1995 and 21.3 million in 1996. Dart throwing was also ranked number 16 out of 54 participatory sports in a recent NSGA poll, finishing ahead of such pursuits as volleyball, softball, baseball, touch football, tennis, step aerobics and roller skating. An article in Sporting Goods Business magazine stated "One of the only indoors sports showing steady increase in participation; darts continues to score points with both male and female players" and "statistics indicate that participation in dart throwing is still on the rise."

Mark Coker, national sales manager for Accudart, states that dart participation will grow by 10 to 15 percent over the next few years. "I don't know why it's not exploding," he says. "What it needs is more attention."

The sport of darts is universally attractive because of its simplicity. Almost anyone can become moderately good, and even novices will have moments of brilliance. Women can compete equally against men, as well as young vs. old. Other than the darts and dart board, the sport does not require any special equipment or clothing.

for 7-8 weeks per season for around 3 hours on Wednesday nights. Plus, at the end of the season, you get to keep the dart board that the league provides your team, a \$50 value! In addition, depending on available space, dart matches can be played even while other activities such as Karaoke or live bands are performed.

You may be wondering what you have to do to get started. Very little in fact, we simply have a short list of requirements for the dart throwing area when being used on league nights, most of which you probably already have in place. A few of these requirements are: proper board mounting height; proper lighting; and that a throw-line (oche) is present and at the correct distance from the board. If needed, a representative from the league will be happy to help you get set-up.

As you can see, very little work and a modest investment can reap a significant return and, unlike any game machine, there is almost no space lost for other activities when the dart boards are not in use.

Your role

To realize the full potential of introducing darts to your clientele, you (and your staff), should have a basic knowledge of how the games are played and the terminology used. The rest is just encouragement. Talk to the players who start to utilize your boards. Inform them you are looking to sponsor a team. WMDA will help by providing fliers and brochures explaining what it takes for a soon-to-be team captain to start and run a team.

What to expect on league night

Matches are scheduled to begin at 7PM. Players general will begin to arrive and begin to practice anytime after 6PM. Prior to the match, team captains will install the league provided dart boards for the duration of the match and then replace your existing boards after the match. Matches generally end between 10 and 10:30PM however they may, and sometimes do, end after 11PM.



Clearly, the sport of darts is on the rise nationally and the Frederick area is no exception.

So what's in it for you, the pub owner?

A properly hung and well lit dart board will most certainly attract players, but the real benefit will come from developing your own enthusiasts. As a competitive pursuit, players will look to contend against others and be open to practicing on their own. To you, this should translate into the player frequenting your establishment a bit more often and spending a bit more time (and money). With the pub's competitive stimulation you may even find yourself with the makings of a team. This is where you step in—sponsorship.

Why Sponsor a team? Sponsoring a WMDA team is easy and has many benefits. Here are just a few:

- More customers! Sponsoring a team guarantees you will have minimum of 8 up to 16+ patrons in your establishment on a Wednesday night for at least 3 hours, 7-8 weeks out of a 15 week season. And, if your team is a top seed in the playoffs, you get those home games too (along with the spectators who frequent playoff matches). See "Let's look at the numbers" on the back of this brochure.
- It's cheap! Season sponsorships are less \$100. Plus, when the season is over you receive your teams dart board (a \$50 value).
- It doesn't take a lot of space! Unlike video games, pool tables, and foosball tables, dart lanes take up little space when not being used.

Plainly put, for very little effort and less than \$100, you get an average of 10 people eating and drinking in your establishment