

Mission

To create programs
which generate opportunities
to make pro shops more profitable
through product awareness
and marketing initiatives.



Storm Products, Inc.

THE BOWLER'S COMPANY™

165 South 800 West
Brigham City, UT 84302

800-369-4402

STORMBOWLING.COM

Storm Products, Inc.

MatchMaker™

pro shop program



MATCHMAKER™ PROGRAM

Storm Products, Inc. developed the new Matchmaker Program to increase profitability for brick and mortar pro shops. Through our new program, VIP Pro Shops will have the ability to receive Storm and Roto Grip Matchmaker bowling balls for the purpose of increasing their revenue by allowing customers to test bowling balls before they buy them.

Members Receive:

- Up to 2 of the newest Storm and Roto Grip balls in each of the following lines:



- Up to 10 Turbo Switch Grip Outer Sleeves - \$65 VALUE
- Matchmaker window decal
- Matchmaker Crazy 8's

Additional Benefits:

- Matchmaker logo featured on VIP Pro Shop listing
- Special Jump Start Matchmaker ball offers
 - ▶ Ability to purchase 1 of the newest balls in each of the product lines listed above

Qualifications:

- MUST be a brick and mortar pro shop
- MUST have a business license
- MUST have a storefront or showroom
- MUST be a current Diamond or Premier VIP member at all times
- Enrollment subject to Storm's approval and verification on qualifications

Membership:

- Program is limited to one sign-up per pro shop
- Pro Shops who do not keep their VIP membership current will not receive Jump Start offers

NOTE: CERTAIN CONDITIONS AND RESTRICTIONS MAY APPLY.

**PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE. OFFER MAY BE WITHDRAWN AT ANY TIME.
PROGRAM VALID IN THE UNITED STATES AND CANADA.**



"Utilize our [Matchmaker Rental Program](#) to recoup your initial investment by allowing customers to test the latest Storm and Roto Grip balls."

- ROGER NOORDHOEK
BRAND MANAGER, ROTO GRIP, INC.



"Hosting a Storm Matchmaker LIVE event has tremendously helped in boosting my bottom line profits. Once we put a Matchmaker ball in our customer's hands, we have a 93.7% conversion rate from tester to buyer."

- STEVE RICHTER
ELITE BOWLING PRO SHOP & INSTRUCTION



"Your continued success is our success."

- DAVE SYMES
PRESIDENT, STORM PRODUCTS, INC.

REGISTRATION:

*denotes required field

To apply for the Matchmaker Pro Shop Program, complete the information below. Please mail the completed form in an envelope addressed to: STORM PRODUCTS, INC., 165 South 800 West, Brigham City, UT 84302 - For faster processing, fax the completed form to 435-226-9100

* PRIMARY BUSINESS NAME: _____

* OWNER: _____

* MAILING - ADDRESS, CITY, STATE, ZIP: _____

* SHIPPING - ADDRESS, CITY, STATE, ZIP: _____

* TELEPHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

* MANAGER: _____

PROGRAM PRICE & ORDERING INFORMATION

- * STARTER KIT - \$445: YES! I want just 1 of the newest Storm and Roto Grip balls in each of the 5 product lines - **OR** -
- * PREMIER KIT - \$795: YES! I want the full set - 2/each of the newest Storm and Roto Grip balls in each of the 5 product lines
- * JUMP START PROGRAM: YES! I want Storm Products to automatically bill/ship using my information for every new Matchmaker ball released
- * BALL WEIGHT: NO! I would prefer to receive the Matchmaker ball offers by mail and sign up for the balls I want

* CREDIT CARD NUMBER (Visa, Mastercard, Discover): _____ * EXPIRATION DATE: _____ * 3-DIGIT SECURITY CODE (ON BACK OF CARD): _____

* BILLING - ADDRESS, CITY, STATE, ZIP: _____

* SIGNATURE: _____

SAME AS ABOVE

NOTE: BY SIGNING THIS AGREEMENT I AGREE TO KEEP MY VIP MEMBERSHIP CURRENT, AND THAT I WILL USE THE BOWLING BALLS PURCHASED THROUGH THIS PROGRAM FOR THE PURPOSE OF ALLOWING MY CUSTOMERS TO TRY THE NEW BALLS BEFORE THEY BUY THEM FOR A PERIOD OF NO LESS THAN 3 MONTHS. IF ANY VIOLATIONS ARE MADE, I UNDERSTAND THAT MY VIP MEMBERSHIP AND BENEFITS WILL BE REVOKED FOR ONE YEAR.

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2010 VIP™ SHOP PROGRAM

Storm® Products is pleased to announce their new VIP™ program for 2010. We have made many improvements to the program this year. Please read below so you will be able to take advantage of all the changes and improvements. Our new multi-level program will fit any brick and mortar pro shop, no matter what the size. These three new levels will allow you to find a program that fits your needs with specific benefits and products that you will receive based on your membership.



PLATINUM PACKAGE

INCLUDES:

- VIP Shop Starter Kit
- VIP Pricing on Storm® Accessories, Cleaners, and Polishes
- VIP Listing on Stormbowling.com



DIAMOND PACKAGE

INCLUDES:

- **Platinum Package ~ PLUS ~**
- 1 Storm® Shirt
- Countertop Ball and Accessory Display Unit
- 4 Balls Throughout the Year – 1 in Each Line – Premier,™ Master,™ Thunder™ and Hot™
- Qualified to Register for Matchmaker™ Program
- VIP Incentive Offers on Qualifying Balls

PREMIER PACKAGE

INCLUDES:

- **Diamond Package ~ PLUS ~**
- 1 Storm® Shirt (2 Total)
- 4 Additional Balls Throughout the Year – 2 in Each Line – Premier,™ Master,™ Thunder™ and Hot™
- Quarterly Rewards Program

QUALIFICATIONS:

- Must be a Bowling Pro Shop Operator
- Must have a Business License
- Must have a Storefront or Showroom
- Enrollment Subject to Storm's Approval and Verification of Qualifications



To fill out the online registration form, please go to: http://publicftp.stormbowling.com/VIP_Form.pdf

NOTE: CERTAIN CONDITIONS AND RESTRICTIONS MAY APPLY. PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE. OFFER MAY BE WITHDRAWN AT ANY TIME. PROGRAM VALID IN THE UNITED STATES ONLY. AN ADDITIONAL CHARGE WILL BE APPLIED FOR PRO SHOPS LOCATED IN AK & HI.



REGISTRATION FORM

To register for the VIP™ Shop Program or renew your VIP membership, please complete the information below.
Sign up by FAX: 435-226-9100 By EMAIL: salesorders@stormbowling.com
By MAIL: Storm Products, Inc. • 165 South 800 West • Brigham City, UT 84302 • Attn: VIP Membership
By PHONE: 800-369-4402 and have your information ready for a customer service specialist

PRO SHOP INFORMATION

PRIMARY BUSINESS NAME _____ MANAGER: _____
 *OWNER: _____
 *MAILING ADDRESS, CITY, STATE, ZIP: _____
 *SHIPPING ADDRESS, CITY, STATE, ZIP: _____
 *TELEPHONE: _____ *EMAIL: _____ *FAX: _____

** FOR MULTIPLE LOCATIONS PLEASE FILL OUT AN ADDITIONAL REGISTRATION FORM **

WEBSITE LISTING

PRIMARY BUSINESS NAME: _____ MANAGER: _____
 *OWNER: _____
 *ADDRESS, CITY, STATE, ZIP: _____
 *TELEPHONE: _____ *EMAIL: _____ *FAX: _____

VIP PROGRAM NOTE: PRO SHOPS IN AK & HI WILL BE SUBJECT TO AN ADDITIONAL CHARGE: PLATINUM – NONE • DIAMOND – \$50 • PREMIER – \$100
 *PROGRAM LEVEL: PLATINUM – \$95 DIAMOND – \$395 PREMIER – \$695
 *BALL WEIGHT: 14 15 16 *SHIRT SIZE: SM MD LG XL 2X 3X

BILLING INFORMATION

*CREDIT CARD NUMBER: _____ *EXPIRATION DATE: _____ *3-DIGIT SECURITY CODE: _____
 *BILLING ADDRESS, CITY, STATE, ZIP: _____ Same As Above