ATLAS CUE ACADEMY

Donors & Sponsors Kit

“Knowledge Carried Forward”

PREPARED BY SAINT JOHN STUDIO

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ATLAS CUE ACADEMY

At a glance

Atlas is the front door for local cue sports: one place where players find games, directors find players, and the game's knowledge is gathered and passed on — free to read, free to list, always.

Local events, first

Tournament listings localized to the player — what's on, where, and when — posted free by directors themselves and published after review.

The Academy & the Passport

Structured lessons with progress that follows the player: every visit, film, and practice session recorded in their own Passport.

Shot of the Day

A lesson film published every morning across YouTube, Instagram, and Facebook — a daily reason for players to come back.

Find a Table

A verified directory of 2,176 places to play in 1,161 cities across 45 countries — checked room by room, not scraped.

2,176
VERIFIED PLACES TO PLAY, CHECKED ROOM BY ROOM

45
COUNTRIES ON THE MAP

50
U.S. STATES — EVERY ONE

55
ROOMS RUNNING WEEKLY TOURNAMENTS

Standing behind it: Dr. Dave Alciatore, whose physics work underpins our training films; Randy Goettlicher; Tor Lowry; and Tom "Dr. Cue" Rossman — artistic pool's founding father and, with his wife Marty, caretaker of the sport's Legacy Listings.

And now the game's institutions: Carlos A. Rivera, President of the Confederación Panamericana de Billar — the Pan-American confederation of 21 national federations — has given Atlas his calendar and his blessing: *"a vision of building for the future and developing the sport among young people."*

The latest — November 2026: the CPB's yes arrived within a day of asking — and the BCA has answered too: Director Shane Tyree is open to partnership, with a call to follow after Thanksgiving. Tor Lowry has given Atlas blanket permission to use his Zero-X films, interviews included, and Tom "Dr. Cue" Rossman — artistic pool's founding father and a BCA Hall of Famer — has put himself wholly behind Atlas: full use of his archive and his endorsements, calling the Academy *"an answer to prayer for putting everything in order."* He is reviewing the Academy's Rossman Vault through December 1, then carries Atlas to his contacts across the industry — and his road runs to the WPA and the Olympic movement's cue-sports push. The Flyer Fix has opened: a director sends a flyer as-is, and Atlas completes it and posts the tournament. The map kept growing — New Hampshire completed, the JOSS Northeast Tour's rooms added — and San Antonio week is on the homepage now: the Junior World Championships play there

THE OFFER

Built for your business

UMBRELLA SPONSORSHIP

The Equipment section of Atlas, presented by your business

One section of Atlas dedicated to the gear of the game — carrying your name at the top, with spotlights on what your store sells and services, and links straight to your website.

UNDER YOUR NAME, THE SECTION COVERS

- Pool tables — the lines you carry, new and refurbished
- Cues & cases — Cuetec, Viking, and more
- Cloth, balls & accessories
- Delivery & installation, table moving
- Refelting & table repair
- Your cue-repair pro shop

Yours alone, or shared: carry the whole section as its umbrella sponsor, or share it with other vendors at smaller shares. That's a conversation, not a rate card — the terms fit the footprint.

OR START WITH A LISTING

Supporter Listed on the Sponsors page	**$25/mo**
Featured Highlighted placement	**$95/mo**
Presenting Top billing across the page	**$295/mo**
Founding Patron Underwrites Atlas's backend costs — named, or anonymous; or $12,000 for the year	**$1,000/mo**

Sponsorship puts your name where the players now look first.



ONE MENU, THE WHOLE ACADEMY

Everything Atlas is sits behind a single button, on every page of the site: **46 destinations in four groups** — Play, Learn, Tools & Makers, and The Academy — each one marked with its own ball, from Find a Table to the Hall of Masters to the Sponsors page itself.

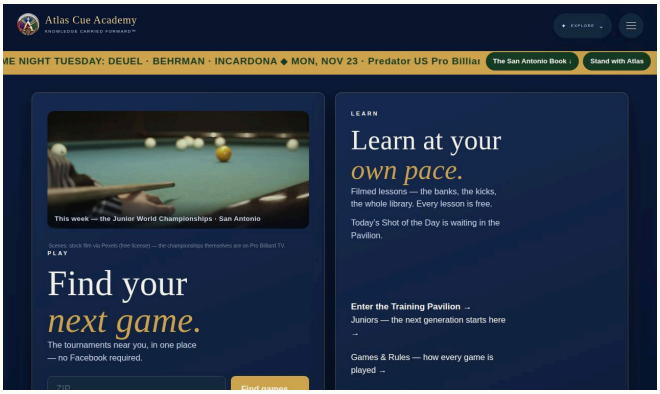
That is the shelf a sponsor's name stands on — not a corner of one page, but a place in the whole house, one tap from everywhere a player goes.

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THE SITE · A TOUR

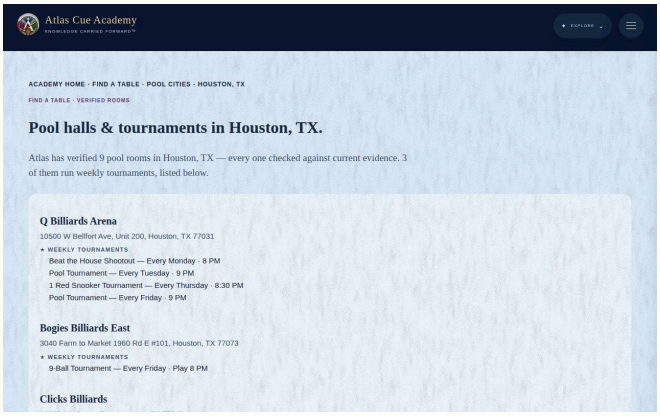
Find a game

Atlas as a player meets it — the live site today, page by page, so there's no need to go clicking around it first.



1 Home

The front door: two panels, Play and Learn, over the live count — 2,176 verified rooms and counting. A ZIP code finds the games near a player; the Academy is one tap the other way.



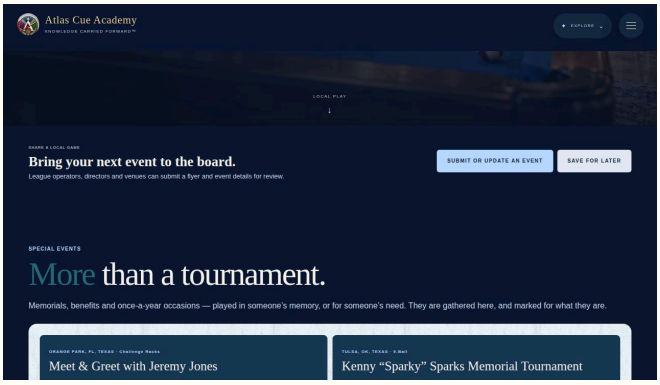
2 Find a Table

Every verified room, city by city — this is Houston's page, led by Q Billiards Arena — the first venue to complete its own card — with its four weekly tournaments listed right under its name.



3 The World Map

Every room on one board — the billiard-ball globe unrolled flat, 2,176 rooms clustered where they crowd. Zoom in and every dot is a room: gold where a weekly tournament runs, a star where an event is coming. Tap a dot and the room's card opens.



4 Local Events

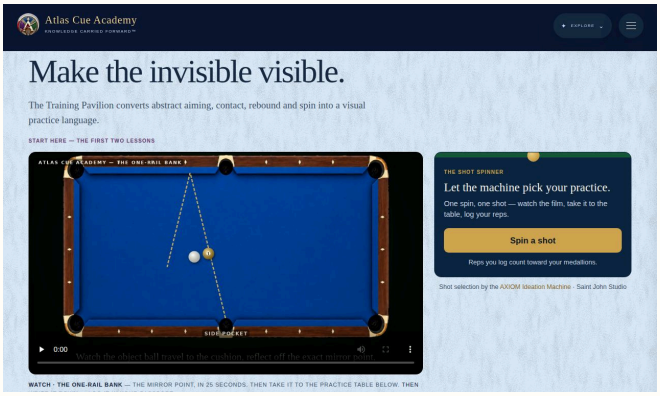
The tournament board: dated events with the venue, the start time and the entry fee, in the order they'll be played. Directors and venues submit free; every listing is reviewed before it appears.

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THE SITE · A TOUR

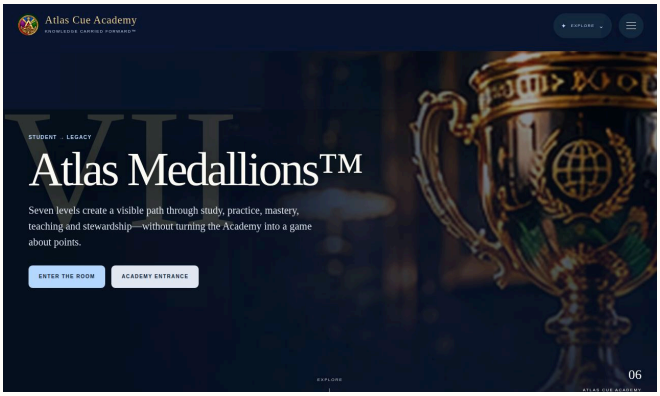
Learn, belong, be listed

The other half of Atlas: the teaching, the progress that keeps a player coming back, and the doors in for cities and the people who run the game.



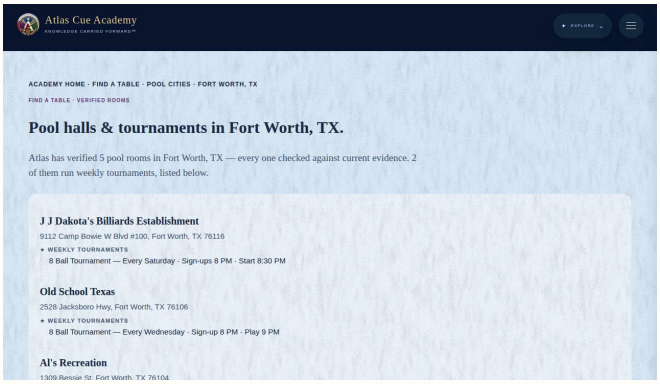
5 The Training Pavilion

The Academy's working room: filmed lessons that turn aiming, contact and spin into pictures. The bank-shot library is free to watch, and a new Shot of the Day film arrives every morning.



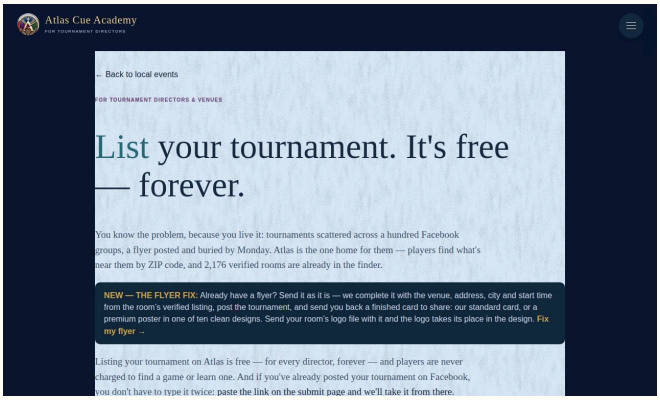
6 The Passport & the Medallions

A member's Passport keeps their practice, their rooms and their lessons. Along the way they earn medallions on the seven-step path set out on this page — Student to Legacy: progress a player can see.



7 A page for every city

Fort Worth's page: its five verified rooms, with addresses and weekly tournaments. There are 211 city pages like it — each one a local front door for the players who live there.



8 For Tournament Directors

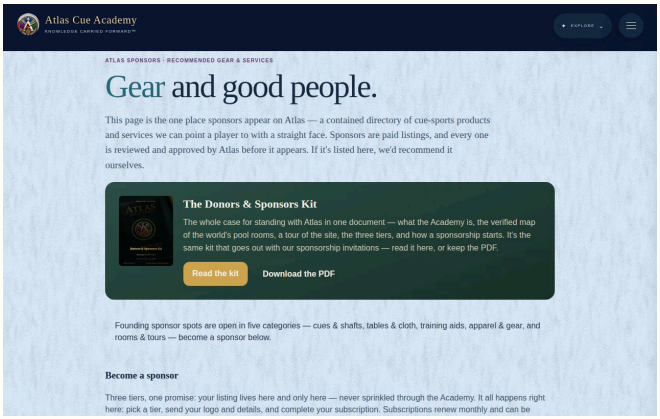
Listing is free, forever — by form, by flyer, or by pasting a Facebook link. An optional $39-a-year upgrade adds Challonge auto-import, results posted on the room's card, and priority handling.

© BOB SAINT JOHN 2026

THE SITE · A TOUR

Standing behind Atlas

Atlas is free to every player because other people stand behind it. These are the two pages where that support lives.



9 The Sponsors page

The one place sponsors appear on Atlas — a contained directory, never sprinkled through the Academy. Three tiers; every listing is reviewed before it goes live, so a name here is one Atlas would recommend itself.



10 The Contributors

The game's own teachers: Dr. Dave Alciatore, Randy Goettlicher and Tor Lowry are among the educators credited here. The knowledge Atlas carries forward starts with people like them.

One more shelf worth knowing: the site's Wisdom Hall points players to the wider game — including where the majors are watched, on WNT TV — listed plainly as a resource, and nothing more is claimed.

The design eye, if it's useful

Atlas is designed and built by Saint John Studio — Bob's studio. The same eye is available to your business and the tours you back: materials that say in one glance what the busy ones take a minute to say.

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NEW AT ATLAS · THE ORGANIZATIONS

The game is coming aboard

Atlas is asking the sport's governing bodies for one thing first: permission to carry their calendars and their information, credited and linked back to them. Each yes becomes a profile and a calendar on Atlas — and only then, a sponsorship conversation. Permission first, the page second, support third.





The Organizations

Twenty-three bodies listed — the world and continental federations, the U.S. leagues and tours, and the makers' associations. The CPB's row already carries its line: permission granted, its president sharing the vision. The BCA's reads, plainly: in conversation now.

The Showcase Calendar

One calendar for the game's major events — the championships and the tours that matter — gathered from the organizations themselves. The CPB is the first entry, with its 2026–27 season being prepared with the Confederation now. Every new permission adds a calendar.

Why sponsors should care: this is how Atlas becomes the game's front door rather than another listing site — the organizations' own calendars, flowing through one trusted place, in front of the players who already use it daily. A sponsor's name stands behind the whole game, not one corner of it.

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NEW AT ATLAS

Juniors — the next generation

Atlas's newest page is for the players coming up. **Juniors** — live now at **atlascueacademy.com/juniors** — gathers the junior programs playing at real rooms, the junior events on the calendar, and the rooms and stores backing young players, alongside the free path any young player can start today. It is the Academy's promise — knowledge carried forward — pointed at the generation who will carry it next.

Programs at real rooms

Texas JR Pool — a junior league presented by Fort Worth Billiards Superstore and hosted at Rockett Cafe in Waxahachie. Its fall session is running now: Sundays, 1–3 PM, through December 20, 2026, under the program's own motto, "Building Confidence One Shot at a Time." The program began in February 2026 and has grown to more than twenty young players.

Two world titles, decided in Texas

The **WPA Junior World Championships** play in San Antonio, November 23–27, 2026 — the Predator WPA Junior 9-Ball and Junior 10-Ball World Championships at the Grand Hyatt San Antonio River Walk. Both fields are invitational: the strongest young players in the world, deciding two world titles in Texas.

Rooms that back juniors

One name stands behind four separate junior efforts in 2026: **Fort Worth Billiards Superstore** — presenter of Texas JR Pool, backer of the DCTX Junior's League and the Texas State Junior 10-Ball Championships, and sponsor of the ACS Texas BEF Junior Qualifier in Temple. **Stixx and Stones** in Lewisville hosted the state junior championships in June 2026. The Juniors page names backers like these, from the programs' own published material.

The on-ramp is free

A young player's first steps cost nothing: the Training Pavilion's filmed lessons, the practice notebook, and a Passport carrying the same seven medallions as everyone's — earned by learning and logging practice, never bought. Rooms list their junior programs free, the same as everything a player touches at Atlas.

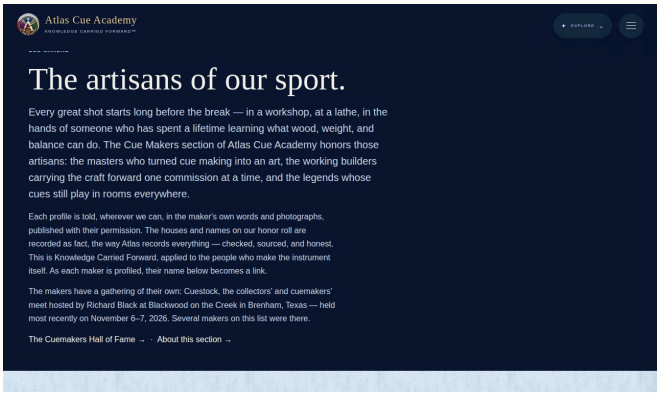
Why it belongs in this kit: every junior who picks up a cue today is a player, a league member and a customer for decades. When a sponsor's name stands behind Atlas, it stands behind the next generation learning the game — free, and in the open.

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NEW AT ATLAS · CUE MAKERS

The makers & the masters

The newest wing of the Academy honors the people who make the game's tools and the players who mastered them — every profile published only with its subject's own approval.



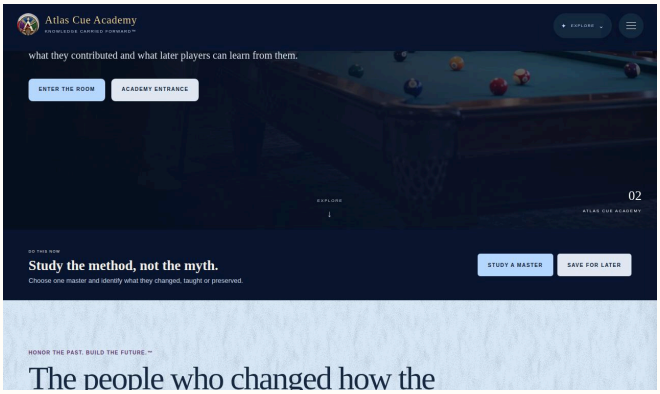
Cue Makers

Ninety-seven makers listed, with the ACA and ICA Halls of Fame in full. Makers review their own profiles before anything publishes — approve, correct, or decline, on their word alone.



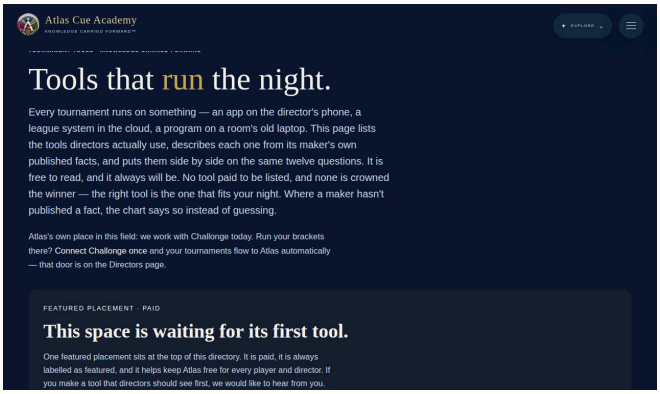
Jerry McWorter

A Hall of Fame maker's profile, approved by Jerry himself within a day: his story from the Magic Castle to the cue lathe, his two Legends of The Table films, and his own teaching films — shared with Crossroad Cues' blessing and his.



The Hall of Masters

Sixteen masters — and now fourteen of them are watchable: Mosconi, Greenleaf, Fats, Hoppe and more, in films that play right inside their cards. Where no footage exists, the card says so. Nothing is invented here.



Tournament Tools

A verified directory of the software directors run on — Challonge, FargoRate, CompuSport and the rest — compared across twelve features, with nothing claimed a vendor doesn't state. One featured placement exists, and it is labeled paid, in the open.

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IN PRINT

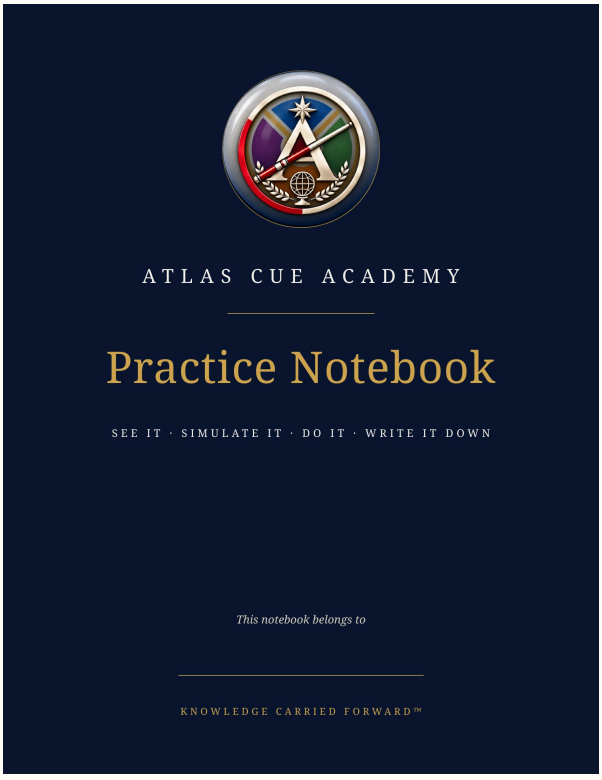
The Practice Notebook

Print still matters. Every player who joins Atlas Cue Academy receives the Practice Notebook free — the Academy's companion on paper, made to live in a cue case and be written on at the table, not at a desk.

It follows the same loop as the films: **See it · Simulate it · Do it · Write it down.** Twenty-three pages of shot records and session notes — a player's practice, kept.

It is the studio's print craft standing behind the Academy's promise: the knowledge of the game, carried forward — some of it on paper, in a player's own hand.

© Bob Saint John 2026 · Free for personal practice — given to every member, never sold.



THE PRACTICE NOTEBOOK — the sign-up gift every Atlas member receives

One more — for the home crowd

The studio also just finished a new cover for **DFW Pool Tournaments** — the Facebook community of some six thousand Metroplex players, and the largest pool community in the region. Until now, the group's face was a stock sunset photograph with an 8-ball pasted over it. It has a designed identity of its own now, built on an original photograph of the Dallas skyline at night.



A NEW FACEBOOK COVER FOR DFW POOL TOURNAMENTS — the group's first designed identity, built on an original Dallas photograph

This is the community that carried Bob's letter introducing Atlas on November 12, 2026. Identity work like this — covers, logos, and flyers that say it in one glance — is part of what the studio can put behind the rooms and tours its sponsors back.

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NEXT STEPS

No pressure. Just a conversation.

1

We talk — ten minutes, by phone or text

Ten minutes on the phone, or a few texts if that's easier — call or text (817) 301-7316, whenever suits you. The paper can wait; the conversation can't be replaced by it.

2

You pick the size of it

A $25 Supporter listing, the Equipment section under your name, a Founding Patron's underwriting of the backend, design help for a tour — or nothing at all, and we've still had a good talk about pool.

3

We build it together

Anything with your name on it gets your eyes before it goes live. That's the rule with sponsors, and it doesn't bend.



Bob Saint John
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Atlas intends to be part of this game for a long time. We'd be proud to carry your name.

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